

December 31, 2023

National Stock Exchange of India Limited

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Company Code: PVRINOX/ 532689

Sub: Opening of screen at Indiabulls Mega Mall at Jodhpur, Rajasthan

Dear Sir/Madam,

We are pleased to inform you about the opening of 4 screen multiplex at Indiabulls Mega Mall, Jodhpur, Rajasthan.

The cinema is equipped with state-of-the-art technology, including 2K projection, Dolby 7.1 sound, and Volfoni 3D, ensuring an unparalleled cinematic experience.

With this launch, PVR INOX now operates the largest multiplex network with 1,708 screens across 359 properties in 113 cities (India and Sri Lanka).

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

Yours faithfully,
For **PVR INOX Limited**

Mukesh Kumar
SVP - Company Secretary
& Compliance Officer



PVR INOX STRENGTHENS ITS Foothold IN RAJASTHAN WITH THE LAUNCH OF BIGGEST CINEMA IN JODHPUR

~Opens its second cinema in Jodhpur at the biggest mall of the city~

National, December 31, 2023: PVR INOX, the largest and the most premium cinema exhibitor in India has announced the launch of the biggest cinema in the city of Jodhpur, Rajasthan. Located at Indiabulls Mega Mall, the new 4-screen multiplex promises to redefine the city's entertainment landscape for Jodhpur's cinephiles.

PVR INOX will strengthen its foothold in Rajasthan with 75 screens in 20 properties and continues its expansion in West India with 341 screens in 76 properties.

Located near Jhalamand circle, Pali Road, the cinema is equipped with state-of-the-art technology, including 2K projection, Dolby 7.1 sound, and Volfoni 3D, ensuring an unparalleled cinematic experience. It has a total seating capacity for 698 patrons who can indulge in a variety of culinary delights from the extensive food menu in the comfort of the celebrity recliners.

Commenting on the announcement, Mr. Ajay Bijli, Managing Director, PVR INOX Limited, said, *"Jodhpur holds a special place in the cultural history of our country and we sought inspiration from its rich heritage to create a cinematic space that seamlessly blends the past and the future. The design, amenities, and state-of-the-art technology in our cinema underscore our unwavering commitment to providing cinephiles in Jodhpur with an unparalleled out-of-home entertainment experience. Our focus remains on expediting growth in underserved markets and we are delighted to announce the opening of our second cinema in Jodhpur, marking our 20th cinema in Rajasthan, one of the fastest growing states in the country".*

Inspired by Jodhpur's rich cultural heritage and grandeur, the cinema's design seamlessly blends the modern cinema aesthetics with the city's traditional blue architecture. The expansive foyer with its double height imparts a sense of openness and spaciousness, complemented by the inviting ambiance crafted through refined lighting fixtures, plush furniture and cushions in the seating areas. The auditoriums with walls and carpets incorporating different shades of blue are inspired by the iconic blue houses of Jodhpur.

"Rajasthan has appealed to every kind of filmmaker and genre of cinema with its vast range of locations. We are thrilled to unveil our second cinema in Jodhpur, the city's biggest cinema. The flourishing economy and increasing per capita income are positioning multiplexes as the preferred option for movie enthusiasts nationwide. Through this expansion, we are strengthening our presence in Rajasthan, spanning across eight cities. Rajasthan is also well known for its age old hospitality and tradition and PVR INOX extends its warm hospitality and invites the people of Jodhpur to the city's most premium cinema", **said Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited.**



About PVR INOX

PVR INOX Limited is the largest film exhibition company in India with **1708 screens across 359 properties in 113 cities (India and Sri Lanka).**

Since their inception, both PVR and INOX have created iconic cinema brands with storied histories of achieving significant milestones and setting benchmarks in the film exhibition industry. With a collective heritage of transforming out-of-home entertainment in the country, the merged company offers a wide range of cinema services such as child friendly audis, the latest screening technology, superior sound systems, wide range of F&B offerings, film and non-film content and an array of formats in the premium screen category.

For further information, please visit: <http://www.pvrcinemas.com>

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