

06th March, 2020

National Stock Exchange of India Limited

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Company Code: PVR / 532689

Sub: Opening of 6 Screens at Pacific D21 Mall, Dwarka, New Delhi”

Dear Sir,

We are pleased to inform you the opening of 6 screens multiplex at Pacific D21 Mall in Dwarka, New Delhi. This multiplex is equipped with RGB Laser technology, Dolby Digital 7.1 surround system and NextGen 3D screens.

With this launch, PVR now operates the largest multiplex network with of **841 screens at 176 properties in 71 cities.**

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

For **PVR Limited**

Pankaj Dhawan
Company Secretary cum Compliance Officer

Encl: A/a



PVR Cinemas introduces first of its kind ‘Sapphire’ auditorium in the capital

~Unveils mid-segment luxury cinema format for today’s discerning audience~

New Delhi, 6th March 2020: PVR Cinemas, India’s largest and the most premium film exhibitor announced the launch of its **6-screen property** today, featuring its brand-new cinema format, **“PVR Sapphire”**. The multiplex is in Dwarka, **Pacific D21 mall**, a one-stop destination for shopping & entertainment in the region. Designed to enable a larger section of audience to indulge in luxurious cinema viewing experience; the property brings an array of premium and differentiated offerings with Sapphire. Further, the new multiplex is equipped with best-in-segment in-theatrical technologies and the finest hospitality features for an exclusive and immersive movie-going experience. With this opening, PVR Cinemas stands at a count of **68 screens in 17 properties in New Delhi** and **254 screens across 57 properties in Northern India**.

With this opening, PVR consolidates its growth momentum in FY 2019-20, so far opening **83 screens in the year, bringing its portfolio to 841 screens at 176 properties in 71 cities**.

PVR Sapphire assures of personalized and exclusive offerings at an affordable cost. Equipped with exemplary technological solutions; with an elegant and premium seating arrangement, the new PVR Sapphire has a newly curated FnB menu like **‘Bento & Bowl’**, a dedicated box-office and personalized hospitality services on request.

Commenting on the launch announcement, **Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd.** said, *“2019 has been an exceptional year at PVR when we crossed the 800-screens milestone and rebranded our luxury format to PVR LUXE. We are growing at an exponential rate and with every opening, our focus has been to introduce something unique. The response has been so encouraging that we decided to bring in a concept that will meet the parameters of luxurious cinema viewing experience at a pocket-friendly rate. Sapphire will cater to today’s discerning audience with exclusive and personalized services. We are happy to end the year with some amazing products and are certain patrons will love the experience.”*

Located in Asia’s largest sub-city, the property boasts of excellent connectivity as the mall is interconnected with Dwarka Sector 21 station of Delhi Metro. Spreading across an area of **25,230 sq. ft**, the multiplex can house **817 audiences**. For an unparalleled cinematic experience, the new property is integrated with advanced and immersive in-theatrical technological solutions like RGB Laser technology, Dolby Digital 7.1 surround system and NextGen 3D screens. In addition to this, the four “PVR Sapphire” auditoriums have prime chairs and the mainstream theaters have recliners, further enabling comfortable movie-viewing experience.

Mr. Gautam Dutta, CEO, PVR Cinemas, said, *“In line with our business strategy, we have been constant in strengthening our presence across India and innovating our offerings with a keen focus on consumer demands. The launch of “PVR Sapphire” is another industry first and we are happy to take luxurious cinema viewing to a wider section of the audience.”*



He further added, *“We at PVR constantly endeavor to push the boundaries of innovation and introduce unique concepts and formats, attuned to the region’s cultural, social and economic hues. The overwhelming response from our customers for all these years has fueled our motivation to continue with our efforts and we are positive sapphire will be well received in the region.”*

Styled in modern art deco designs, the cinema will provide a warm and welcoming ambiance. Integration of premium materials in the interiors makes the new multiplex a plush and elegant destination for the audience. Further the property’s unique offerings include; the Quick tix facility, delectable Gourmet menu, advantage of redeeming PVR gift cards and attain privilege membership at the cinema.

About PVR Limited:

PVR is the largest and the most premium film exhibition company in India. Since its inception in 1997, the brand has redefined the way entertainment is perceived in the country. PVR currently operates a cinema circuit comprising of 841 screens at 176 properties in 71 cities (India and Sri Lanka), serving over 100 million patrons annually. PVR offers an array of formats in the premium screen category, which stands at 4 screens of Director’s Cut, 37 screens of Gold Class, 04 screens of Sapphire, 09 screens of IMAX, 17 screens of 4DX, 08 screens of P[XL], 12 screens of Playhouse and 01 screen of PVR Onyx across the country.

For further information, please visit: <http://www.pvrcinemas.com/corporate/about-us.aspx>

Share your feedback at feedback@pvrcinemas.com

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