

26th April, 2019

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra (East), Mumbai - 400 051
Fax: 022-26598237/38

BSE Limited

Corporate Relationship Department
1st Floor, New Trading Ring,
PJ Towers, Dalal Street,
Fort, Mumbai - 400 001
Fax: 022-22723121/1278

Company Code: PVR / 532689

Sub: Opening of Multiplex at "Down Town Retail Mall, Newtown Kolkata"

Dear Sir,

We are pleased to inform you the opening of 3 screens multiplex at Down Town Retail Mall, Newtown Kolkata. This multiplex is equipped with BARCO 2K projection system, next-generation 3D-enabled screens and 7.1 Digital Dolby surround sound in all auditoriums.


With this launch, PVR now operates the largest multiplex network with of **767 screens at 164 properties in 66 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



PVR Cinemas Launches PVR Unitech; Fourth Multiplex in West Bengal

~Expands its presence to a total of 16 screens in the state~

Kolkata, 26th April 2019: PVR Cinemas, the largest and the most premium film exhibition company in India, today announced the launch of its fourth multiplex in Down Town Retail Mall, Newtown Kolkata. The new **3-screen property** is equipped with expert in-theatre technological solutions coupled with modern décor, to offer an enhanced movie viewing experience to movie patrons in the satellite city. With this launch, PVR's total screen count in West Bengal stands at **16** screens in **04** properties; expanding its presence in the Eastern region to **30** screens in **08** properties.

The new property is spread across an area of **17,806 sq. ft.** and can accommodate **687 audiences**. Positioned at a convenient location in the suburbs, the new PVR Cinemas connects to Kolkata's Park Street in 40 minutes. Equipped with modern technological solutions like **BARCO 2K projection, Dolby 7.1 surround sound** and **Next-Gen 3D technology**, the new property has been crafted to offer an immersive movie-viewing experience to cinema-goers. The next-generation 3D system installed in the multiplex provides better lighting and brightness in comparison to the conventional 3D systems. Further, hosting a variety of hospitality services, the new property presents itself as the perfect entertainment destination for the movie buffs in town.

Commenting on the launch, **Mr. Sanjeev Kumar, Joint Managing Director, PVR Ltd. said**, "With every new property, we reaffirm our commitment to revolutionize cinema exhibition industry, making it more sustainable and accessible to the masses of India. We are happy to grow our footprint in the eastern region and look forward to continuing with our efforts in redefining cinema-viewing experience in India."

Furthermore, **Mr. Gautam Dutta, CEO, PVR Cinemas, added**, "With this launch, we are one step closer to our vision of 1000 screens by 2020. We are aware of the ever-evolving needs of customers; hence aim to advance our offerings with every launch. This property is equipped with advanced cinematic technological solutions in addition to superior hospitality services, to offer an exceptional out-of-home entertainment experience to the cine-goers."

The property provides a comfortable, lavish ambience with bright and contemporary interior decor. It features modern artwork on the side-lines of trendy interiors. Additionally, to cement its ardent consumer-centric approach, PVR offers a wide range of gourmet delicacies at the property and Quick Tix facility at the box office to provide instant ticketing solutions to the customers.

With this opening, PVR stands at a total screen count of **767** screens at **164** properties in **66** cities.



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 767 screens at 164 properties in 66 cities (21 states & UTs), serving 100 million patrons annually. While the total screen tally of the company stands at 767; PVR

offers an array of formats with premium screen category, which stands at 4 screens of Director's Cut, 31 screens of Gold Class, 08 of IMAX, 15 of 4DX, 06 of P[XL], 08 of Playhouse and 01 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

For media queries, please contact:

Anasua Mitra | Avian We | M: +91 7838236770 | E: anasua@avian-we.com

Lakshita Arora | Avian We | M: +91 8860014204 | E: lakshitaarora@avia-we.com

