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Company Code: PVRINOX/532689

Sub: Opening of screen at Paras Cinema at Nehru Place, New Delhi

Dear Sir/Madam,

We are pleased to inform you about the opening of screen at iconic Paras Cinema at Nehru Place, New Delhi.

The cinema is having IMAX with Laser is set apart by its 4K laser projection system featuring a new optical engine and a suite of proprietary IMAX technology that delivers crystal-clear images, increased resolution, deeper contrast as well as the most distinct, exotic colors ever available on-screen.

With this launch, PVR INOX now operates the largest multiplex network with 1704 screens across 360 properties in 114 cities (India and Sri Lanka).

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

For **PVR INOX Limited**

Mukesh Kumar
SVP - Company Secretary
& Compliance Officer



PVR INOX ANNOUNCES THE REOPENING OF THE ICONIC PARAS CINEMA IN A NEW AVATAR FEATURING IMAX WITH LASER

~Relaunch of Nehru Place's oldest Iconic cinema after 15 years which marks the 5th IMAX in Delhi~

National, September 7, 2023: PVR INOX, the largest and the most premium cinema exhibitor in India has announced the reopening of the iconic Paras Cinema in a new avatar at Nehru Place, New Delhi today. This launch marks the opening of the **fifth IMAX in Delhi** and the **second standalone IMAX theatre in India** featuring IMAX® with Laser technology, a next generation laser projection and multi-channel sound system exclusive to IMAX theatres for a truly immersive experience.

With this opening, the new cinema will augment PVR INOX's foothold in **New Delhi** to a total of **27 cinemas across 108 screens** and consolidates its presence in **North India** with a total of **457 screens in 103 properties**.

Paras Cinema at South Delhi's commercial hub makes a comeback as world's most immersive cinema experience with a seating capacity of 305. IMAX with Laser is set apart by its 4K laser projection system featuring a new optical engine and a suite of proprietary IMAX technology that delivers crystal-clear images, increased resolution, deeper contrast as well as the most distinct, exotic colors ever available on-screen. The new experience also features next generation IMAX precision sound, delivering greater dynamic range and precision for the ultimate in audio immersion.

Commenting on the opening, **Mr. Ajay Bijli, Managing Director, PVR INOX Limited** said, *"It is a proud moment for us to finally re-open one of the finest iconic properties in South Delhi, Paras Cinema right in the heart of south Delhi after a gap of 15 years. This opening also marks the launch of the second standalone IMAX theatre in India, after Priya. We are happy that we were able to play our part in remodeling one of the largest single screen theatres in Delhi into a modern- day truly immersive cinematic experience like IMAX living up to the expectations of today's insightful audience."*

The property has been revamped befitting modern cinema standards aimed at offering a distinguished movie-viewing experience to the capital's movie enthusiasts. With a visually dazzling interior, the new cinema is a blend of modernity with classic charm exuding luxury and style. Additionally, the concessionaire area takes center stage with live cooking where patrons can enjoy the diverse menu.

The difference between an IMAX theatre and a regular theatre lies in the unique and enhanced cinematic experience. IMAX theatres provide a more expansive and immersive viewing experience and are equipped with a state-of-the-art projection system that projects images with superior clarity and brightness. Moreover, IMAX theatres are renowned for their heart-pounding audio capabilities. The sound systems in these theatres are specially designed to deliver powerful, multi-dimensional surround sound.



About PVR INOX

PVR INOX Limited is the largest film exhibition company in India with **1704 screens across 360 properties in 114 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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