

15th November, 2020

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Company Code: PVR / 532689

Sub: PVR Revamps Lucknow's Iconic Sahu Cinemas and opening of 3 new Screens at PVR Utsav in Faridabad, Haryana

Dear Sir,

We are pleased to inform you that Company unveiled **PVR Sahu** Lucknow's popular single-screen Sahu Cinema modernized with new-age amenities, the newly opened theater also introduces the region's first BARCO 4K RGB+ laser projectors for an enhanced cinema viewing experience.

Also further inform you that the opening of 3 new screens at Faridabad at Piyush Mahindra Mall, Haryana, under its sub-brand "PVR UTSAV. This multiplex is equipped with advanced 2K projection system, Dolby 7.1 sound and UHD 3D technology.

With this launch, PVR now operates the largest multiplex network with of **835 screens at 175 properties in 71 cities (India and Sri Lanka).**

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

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PVR unveils PVR Sahu and PVR UTSAV in Northern India

~PVR Revamps Lucknow's Iconic Sahu Cinemas and launches first PVR UTSAV, its sub-brand, in Faridabad~

National, 15th November'20 – Following its recent reopening in the nation after the COVID19 lockdown, PVR Cinemas, India's largest and most premium film exhibition company unveiled **PVR Sahu** Lucknow's popular single-screen Sahu Cinema modernized with new-age amenities and launched its 3-screen property in Faridabad at Piyush Mahindra mall, Haryana, under its sub-brand "**PVR UTSAV**" today.

PVR Sahu is Located in Lucknow's heritage zone. Spreading across an area of **16,275 sq ft** with a seating capacity **497 audiences**; the newly opened theater also introduces the region's first BARCO 4K RGB+ laser projectors for an enhanced cinema viewing experience, in addition to the cutting-edge technologies like the Harkness Silver screens and Dolby Atmos surround sound system for an unparalleled experience.

PVR UTSAV on the other hand is envisioned to fit all pocket sizes and designed to offer a modern cinematic experience in tier II and tier III markets, catering to the growing need for cinema entertainment in the region. The 3-screen cinema spreads across an area of **16242 sq. feet** with a seating capacity of **620 audiences**. Additionally, the new property is integrated with modern in-cinema technologies like **2K projection system, Dolby 7.1 sound and UHD 3D technology**, ensuring an excellent cinema-viewing experience. Drawing inspiration from the local art of Haryana, the property is designed and styled following the art concept of Punja Durries.

With the opening of PVR Sahu and the third PVR UTSAV, PVR augments its presence to **258 screens in 59 properties in Northern India; 80 screens in 17 properties in Uttar Pradesh, and 35 screens in 10 properties in Haryana respectively.**

Commenting on the launch announcement, **Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd. said**, *"These are our first property launches since the virus outbreak and the subsequent lockdown. We are very excited to introduce PVR Sahu especially because of its iconic stature in the region. Given its legacy it becomes imperative to retain its connect with the people, while at the same time supplementing it with modern technologies. This theater is a celebration of India's decades' old movie-going culture which has flourished, matured and grown exponentially over the years. Our other launch, PVR Utsav is one of our unique offerings which is designed to tap into the growing percentage of audiences in smaller markets. This is the third Utsav property in India which falls in line with our growth strategy to extend PVR's nomenclature beyond metros and cater to a wider audience base."*

Mr. Gautam Dutta, CEO, PVR Cinemas said, *"We return to our customers with greater happiness and much greater responsibility this year. While we focus on ensuring their safety through our industry defining standards of sanitization, we also seek to bring newer and more innovative offerings to them. PVR Sahu is a contemporary marvel and our focus was to ensure the property retains its local connect while offering the luxurious experience of modern theaters. Conversely, as the name suggests, UTSAV was introduced with a vision to celebrate cinema and take modern theaters and its offerings to patrons from relatively smaller markets. Good Experience is not only a demand we have seen in cities but audiences across locations and markets are particular about quality in today's world. Therefore, keeping*



up the trend of introducing many firsts we created a concept exclusively designed to make cinema viewing affordable without compromising on quality and amenities. We are certain that PVR UTSAV will steadily carve a niche for itself and will witness an overwhelming response just like our other formats.”

With these openings, **PVR now stands at a total screen count of 835, across 175 properties in 71 cities.**

On the content front, the Comedy-drama ‘Suraj Pe Mangal Bhari’ is all set to be released on 15th November, 2020 which promises to add to the excitement.

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 835 screens at 175 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, 18 screens of 4DX, 08 screens of P[XL], 13 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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