

November 13, 2023

National Stock Exchange of India Limited

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Company Code: PVRINOX/532689

Sub: Opening of screens at Jio World Centre, Mumbai and at Utkal Kanika Galleria Mall, Bhubaneswar, Odisha

Dear Sir/Madam,

We are pleased to inform you about the opening of 6 screen multiplex Maison INOX at Jio World Centre, Mumbai and 4 screen multiplex at Utkal Kanika Galleria Mall, Bhubaneswar, Odisha.

The cinema at Jio World Centre, Mumbai is equipped with the most advanced 4K Laser Projection System, Dolby Atmos Surround Sound and Next-Gen 3D Screens and at Utkal Kanika Galleria Mall, Bhubaneswar is equipped with the best-in-class theatrical solutions including 4K Laser projection, Dolby 7.1 immersive audio and Next-Gen 3D screens.

With this launch, PVR INOX now operates the largest multiplex network with 1,711 screens across 359 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 EXPANDS ITS FOOTPRINT IN WEST AND EAST OPENING 2 CINEMAS TOTTALLING 10 SCREENS ON A SINGLE DAY

~Opens 6 Screen Multiplex in Mumbai and 4 Screen Multiplex in Bhubaneswar~

National, November 13, 2023: PVR INOX, the largest and the most premium cinema exhibitor in India has accomplished a landmark of opening 10 Screens across 2 new multiplexes with 6-Screens in Mumbai and 4-Screens in Bhubaneswar today. The launch of these cinemas aligns with its strategy of screen roll in key markets targeting new demographics. The company consolidates its presence in **Western India with 345 screens in 76 properties and 138 screens in 36 properties in Eastern India.**

The new 6-screen multiplex, Maison INOX is a unique luxury boutique property at Jio World Centre, Mumbai's new iconic landmark destination in the central business district, Bandra Kurla Complex. The cinema with a seating capacity of 790 audiences includes 2 Insignia screens, 1 IMAX screen and 3 regular screens. An artistic masterpiece, the cinema is the paradigm of luxury, offering a bespoke entertainment experience with best in technology equipped with the most advanced 4K Laser Projection System, Dolby Atmos Surround Sound and Next-Gen 3D Screens. In the state of Maharashtra, PVR INOX has presence across 15 cities with a screen portfolio of 260 screens in 53 properties.

The 4-screen multiplex located at Utkal Kanika Galleria Mall, Bhubaneswar is the first cinema in the city featuring all 4K Laser screens. It has a total seating capacity of 682 audiences featuring comfortable plush last row recliners and equipped with the best-in-class theatrical solutions including 4K Laser projection, Dolby 7.1 immersive audio and Next-Gen 3D screens. In the state of Odisha, PVR INOX has presence across in the cities of Bhubaneswar, Cuttack and Rourkela with a screen portfolio of 29 screens in 7 properties.

Commenting on the achievement, **Mr. Ajay Bijli, Managing Director, PVR INOX Limited**, said, *"Right at the start of the festive season with a robust content line up, we are proud to open 10 screens in two different regions of our country with their unique set of audiences. PVR INOX strives to develop cinemas as social spaces and ideal out-of-home entertainment destinations with a view to make them more experiential and immersive to meet the growing aspirations of consumers with their unique movie going preferences"*.

At Maison INOX, Mumbai, guests would be able to live the luxury at Insignia auditoriums with superb screening and sound systems, plush leather recliner seats featuring micro adjustable neck rest, butler-on-call and fine dining experience within the theatre. On the other hand, they can experience the larger-than-life movie-watching in IMAX with Laser.

"We are delighted to announce the launch of 2 new properties in the West and Eastern regions of our country. Lack of out of home entertainment options in India and increasing number of malls are aiding the footprint of multiplexes and PVR INOX is expanding its multiplex presence in these malls to provide more options to consumers to watch movies on the big screen", said **Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited.**



About PVR INOX Limited

PVR INOX Limited is the largest film exhibition company in India with **1711 screens across 359 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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