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National Stock Exchange of India Limited

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Company Code: PVR / 532689

Sub: Opening of 4 - Screen multiplex, VRC City Mall at Patiala, Punjab

Dear Sir/Madam,

We are pleased to inform you the opening of 4 screen multiplex in VRC City Mall at Patiala, Punjab.

The cinema is equipped with plush recliner seats for enhanced comfort and 2K RGB+ Laser projectors that deliver ultra-high resolution, sharp and bright images. In addition, the Audi's are equipped with advanced Dolby 7.1 immersive audio and Next-Gen 3D technology.

With this launch, PVR now operates the largest multiplex network with of 858 screens at 174 properties in 75 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**

Mukesh Kumar

Mukesh Kumar
SVP - Company Secretary
& Compliance Officer

PVR LIMITED

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PVR Cinemas marks its debut in The Royal City of Punjab, Patiala

~Introduces the city's first multiplex with laser projection~

National, 17th June, 2022: PVR Cinemas, the largest cinema exhibition company in India today announced the launch of its first multiplex at **VRC City Mall, Patiala, Punjab**. Strengthening its foothold across cities, the new 4-screen cinema is served in a luxuriously palatial setting with the highest standard of entertainment making it the city's most advanced multiplex.

With this launch, PVR Cinemas consolidated its foothold in Punjab with **63 screens in 12 properties and 275 screens across 62 properties in North**.

Centrally located on the Rajpura Highway, the new property has a total seating capacity of **621** audiences and is the first multiplex in the city equipped with plush recliner seats for enhanced comfort and 2K RGB+ Laser projectors that deliver ultra-high resolution, sharp and bright images. In addition, the audis are equipped with advanced Dolby 7.1 immersive audio and Next-Gen 3D technology.

Inspired by the royal palaces from the land of Maharajas, the multiplex is designed in a modern art deco style. While a bright arched arcade forms an entry to the cinema, the counters have shades of blue and gold, reminiscent of the royal past of Patiala.

Speaking on the launch, **Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd, said,** *"We are thrilled to open our first property in Patiala as we bring the finest movie-going experience to the people of the city. While we look forward to extending our footprint across the country, we will continue to focus on smaller towns and cities to bring them at par with the highest global standards of out-of-home entertainment that PVR delivers in bigger cities to cater to a wider audience."*

PVR has always aspired to build cinemas that provide the best movie going experience. PVR's presence in Punjab across 8 cities will give a boost to the Punjabi film industry providing more avenues to showcase their creative content to the people of Punjab. As a multiplex player, PVR provides direct and indirect employment creating job opportunities for the aspiring youth in the state.

Expressing views on the expansion of PVR in Punjab, **Mr. Pramod Arora, Chief Growth & Strategy Officer, PVR Limited said,** *"Punjab holds lot of promise for our growth plans in the North. We have expanded our presence in Patiala after our successful run in Ludhiana, Jalandhar, Mohali, Pathankot, Khanna, Amritsar and Zirakpur. There is enough room for the film exhibition's growth in the backdrop of a vibrant Punjabi entertainment industry aided by regional Punjabi content which has gained prominence after the pandemic"*.

With this opening, PVR strengthens its growth momentum in FY 2022-23 with **858 screens at 174 properties in 75 cities (India and Sri Lanka)**.



About PVR Limited

PVR is an industry leader in India in the film exhibition business dedicated to delivering the best cinema experience to different audiences. It currently operates **858 screens across 174 properties in 75 cities (India and Sri Lanka)** and serves over 100 million patrons annually. Since its inception in 1997, the brand has redefined the way out-of-home entertainment is consumed in the country. The 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, diverse content for regional movie goers, an array of formats in the premium screen category such as Director's Cut, LUXE, Sapphire, IMAX, 4DX, P[XL], Playhouse and PVR Onyx.

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

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