

March 17, 2022

National Stock Exchange of India Limited

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Company Code: PVR / 532689

**Sub: Opening of 6 - Screen multiplex, PVR Friends Cinema in Jalandhar,
Punjab**

Dear Sir,

We are pleased to inform you the opening of 6 screen multiplex, PVR Friends Cinema in Jalandhar, Punjab.

The property is equipped with laser projection, the first in the city. The auditoriums are powered with 2K RGB+ laser projectors. For an unparalleled surround sound experience, the audis host advanced Dolby 7.1 technological solution that allows crystal-clear, high-definition immersive audio while the Next-Gen 3D technology provides a more captivating and immersive viewing experience.

With this launch, PVR now operates the largest multiplex network with of 866 screens at 180 properties in 73 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
SVP – Company Secretary
& Compliance Officer

PVR LIMITED

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PVR launches biggest Cinema with best projection technology in Jalandhar

~Strengthens its presence in the state of Punjab by acquiring Friends Cinema~

National, 17th March, 2022: PVR Cinemas, the largest and most premium film exhibition company in India, announced the launch of its third multiplex in Jalandhar, Punjab. Strengthening PVR's footprints across key markets, the new 6-screen property is equipped with laser projection, the first in the city. The erstwhile single screen Friends cinema, a popular destination for city residents has been revamped with a modern cinematic experience to cater to the discerning audience in the city. With this launch, PVR augments its presence in Jalandhar with **15 screens in 3 properties**.

The new PVR Friends Cinema incorporates a modern design language in its interiors and has a total seating capacity of 715 guests with plush recliners adding to the comfort factor. It has a visually stunning foyer with multiple framed custom artworks with a "renaissance" theme, celebrating legendary actors and actresses of Hollywood as well as Indian Cinema. The dual foyer space with concessionaire facilities on two separate levels caters to the gourmet food preference of patrons.

The auditoriums are powered with the city's best technology comprising of 2K RGB+ laser projectors that deliver ultra-high resolution, cleanest, sharpest and brightest images. For an unparalleled surround sound experience, the auditorium hosts advanced Dolby 7.1 technological solution that allows crystal-clear, high-definition immersive audio while the Next-Gen 3D technology provides a more captivating and immersive viewing experience.

Speaking about the launch, Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd. said, *"Friends is a popular cinema destination in the city that had started operations way back in 1975 and we have been able to remodel and modernize the destination to suit evolved tastes and preferences of movie goers. Our expansion in Jalandhar reiterates our commitment to strengthen our presence beyond metro cities. Punjab has a strong base for movie culture across all its cities, which we aim to tap in by making new age movie viewing experience accessible to a larger audience base."*

With this launch, PVR Cinemas consolidated its foothold in Punjab with **59 screens in 11 properties and 271 screens across 61 properties in North**. PVR strengthens its growth momentum in FY 2021-2022 with **866 screens at 180 properties in 73 cities (India and Sri Lanka)**.



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 866 screens at 180 properties in 73 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 8 screens of Director's Cut, 39 screens of LUXE, 04 screens of Sapphire, 09 screens of IMAX, 19 screens of 4DX, 09 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>

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