

September 29, 2023

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra (East), Mumbai - 400 051
Fax: 022-26598237/38

BSE Limited

Corporate Relationship Department
1st Floor, New Trading Ring,
PJ Towers, Dalal Street,
Fort, Mumbai - 400 001
Fax: 022-22723121/1278

Company Code: PVRINOX/532689

Sub: Opening of 7 screen multiplex at CP 67 Mall in Mohali, Punjab.

Dear Sir/Madam,

We are pleased to inform you about the opening of 7 screen multiplex at CP 67 Mall, Sector 67, Mohali, Punjab.

The multiplex features 1 P[XL], 2 LUXE and 4 impressively-designed auditoriums offering all 4K RGB Laser projection and equipped with RealD 3D technology in P[XL] auditorium for an immersive experience and Dolby Atmos for a powerful and captivating sound experience.

With this launch, PVR INOX now operates the largest multiplex network with 1,717 screens across 362 properties in 115 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 LAUNCHES THE FIRST P[XL] AND ALL 4K LASER CINEMA IN MOHALI

~Expands footprint in Punjab with the launch of a new 7-screen multiplex~

National, September 29, 2023: PVR INOX, the largest and the most premium cinema exhibitor in India has announced the opening of its second cinema in Mohali today featuring the first P[XL] and all 4K Laser Cinema in the city of Mohali. The new 7-screen multiplex at CP 67 Mall, Sector 67, International Airport Road, Mohali would offer city residents yet another out-of-home entertainment destination to watch movies in the best of immersive environment.

With this opening, PVR INOX unveils its 5th property in tri-city (Mohali, Panchkula and Chandigarh) and will strengthen its foothold in Punjab with 83 screens in 16 properties continuing its expansion in the Northern part of India with 464 screens in 104 properties.

Strategically located in the vicinity of Chandigarh International Airport, the new property has a total seating capacity of 754 audiences and features 1 P[XL], 2 LUXE and 4 impressively-designed auditoriums offering all 4K RGB Laser projection. The 7-screen property is equipped with RealD 3D technology in P[XL] auditorium for an immersive experience and Dolby Atmos for a powerful and captivating sound experience.

Commenting on the launch, **Mr. Ajay Bijli, Managing Director, PVR INOX Limited**, said, *"We are glad to open our second property in Mohali, recognizing Punjab's significance as a key market and representing a substantial opportunity for our expansion strategy in the northern region. The new cinema introduces the very first P[XL] with laser projection in Punjab and introduces a bespoke cinema experience that blends luxury and technology. As we aim to meet the changing audience preferences, we remain committed to introducing innovative and world-class cinematic experiences across the nation. We are confident that our customers will embrace our new cinema as they seek a complete and immersive movie-watching experience."*

With a contemporary design language, the cinema is styled with sophisticated finishes like autumn brown, black, grey and gold metallic color to create an opulent environment. It features a LUXE lounge with an exclusive concession counter. The use of curate artworks of prominent actors and actresses further enhances the visual appeal of the multiplex. Additionally, the cinema will offer an extensive range of gourmet delicacies with the ease of ordering to cater to varied customer preferences.

P[XL] is a premium large screen cinema format with extra-large screens, state of the art 4K RGB laser projection systems, advanced Dolby Atmos sound and RealD 4 D to bring alive every little detail of the movie. LUXE is a luxury cinema format intended for an audience segment that desires a great and exclusive experience with a live kitchen serving a wide variety of freshly prepared food & beverage and reclining seats.

PVR INOX

Expressing his views on the launch announcement, **Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited** said, *“It is extremely gratifying to introduce yet another advanced cinema concept for our patrons in the tri-city of Punjab. The introduction of P[XL] with laser projection allows audiences to experience a world of heightened realism making the movie going experience truly extra-large. We remain committed to enhancing the out-of-home entertainment experience beyond metros, ensuring they meet the highest global standards. We are confident that our latest cinema will emerge as the go-to destination for all movie enthusiasts in Mohali, Panchkula and Chandigarh.”*

About PVR INOX

PVR INOX Limited is the largest film exhibition company in India with **1717 screens across 362 properties in 115 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, a 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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For media queries, please contact:

Pearleen Katyal | M: +91 9899026003 | E: pearleen@avianwe.com

Yashita Baid | M: +91 9650452774 | E: yashitab@avianwe.com