

March 25, 2022

National Stock Exchange of India Limited

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Company Code: PVR / 532689

Sub: Opening of 5 - Screen multiplex, PVR Atrium, Hyderabad

Dear Sir,

We are pleased to inform you the opening of 5 screen multiplex, PVR Atrium in Hyderabad.

The cinema is equipped with cutting edge technologies featuring 4K projectors for ultra-high resolution, cleanest, sharpest and brightest images. For an unparalleled surround sound experience, the audi's host advanced immersive in-theatrical technological solutions like Dolby ATMOS sound with pro-ribbon HF 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 871 screens at 181 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 Cinemas expands its footprint in South with a new 5-screen multiplex in Hyderabad

~Unveils 11th property in Hyderabad, crosses 300 screens in South India~

National, 25th March' 2022: PVR cinemas, the largest and the most premium film exhibition company in India announced the launch of its new **5-screen** property in Hyderabad. Integrated with best-in-class theatrical solutions to offer an immersive and enhanced cinematic experience; the newly launched property in the city stands as the latest entertainment hub for cinema lovers. With this launch, PVR Cinemas consolidated its foothold in Hyderabad with **62 screens in 11 properties**.

Located at Atrium Mall, Gachibowli, a popular destination surrounded by several residential units, educational institutes and a dense cluster of IT companies, the new property has a seating capacity of 927 with plush last row recliners with USB charger and swivel tables for utmost comfort. The cinema is equipped with cutting edge technologies featuring 4K projectors for ultra-high resolution, cleanest, sharpest and brightest images. For an unparalleled surround sound experience, the auditorium hosts advanced immersive in-theatrical technological solutions like Dolby ATMOS sound with pro-ribbon HF while the Next-Gen 3D technology provides a more captivating and immersive viewing experience.

The cinema has a warm and welcoming ambience with visually dazzling interior with magnificent chandeliers, red fabric panels on auditorium walls with 'V' patterned champagne gold metal/film inlays, foyer flooring in Italian marble that accentuate the luxury experience. The Cinema will offer a wide variety of PVR curated menu providing choice of Indian, Italian, oriental and continental cuisine along with the culinary marvels catching the essence of the region to patrons. The food is designed in a manner to provide a wholesome functional meal keeping in the on-screen experiential element to suit varied palates of movie viewers while at the same time delivering a healthy balance between taste and health.

Commenting on the launch, Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd, said, *"South will continue to be our focal point towards expanding our screen's presence in the region. Regional movies made in the south are coming into the national mainstream and winning the hearts of people across the country as witnessed in the recent past. Our screen presence in the South now occupies the leading share in our national circuit and we look forward to continue with our expansion plans in FY 2022-23 across the country."*

With this opening, PVR strengthens its presence in **Telangana with 67 screens in 12 properties and 301 screens across 49 properties in South**.



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 871 screens at 181 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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