

05th August, 2021

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Company Code: PVR / 532689

**Sub: Opening of 4 Screens in Director's Cut at Ambience Mall in Gurugram,
Haryana**

Dear Sir,

We are pleased to inform you the opening of additional 4 screens in Director's Cut at Ambience Mall in Gurugram, Haryana.

PVR Director's Cut reverberates with a sophisticated luxury with its modern décor, intricate design and an expansive range of gourmet menu curated by celebrated industry chefs for a lavish dining experience. Integrated with advanced technologies, the property features Barco Series RGB 4K projection systems to deliver excellent brightness and vibrant colors for a razor-sharp image quality along with Dolby 7.1 surround system and Next-Gen 3D technology.

With this launch, PVR now operates the largest multiplex network with of **846 screens at 176 properties in 71 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 expands its luxury formats with the launch of First Director's Cut in Haryana, strengthens its footprints in Delhi NCR region

The Concept blends entertainment with premium hospitality

National, 5th August 2021: PVR Ltd, the leaders in Indian film exhibition industry, through its luxury arm The Luxury Collection, announced the launch of its First Director's Cut in Haryana at Ambience Mall, Gurugram today. The New Director's Cut in Gurugram that will set a benchmark of excellence after the immensely successful First Director's Cut in New Delhi marries two thrilling ideas, that of Luxury and Cinema. PVR Cinemas with this launch augments its presence in **Delhi NCR region with 155 screens in 35 properties and 265 screens across 60 properties in Northern India.**

A true representation of an unmatched luxury cinematic experience, the property is designed in contemporary hues to complement today's millennial audience and offer a hygienic, safe and secure movie-viewing experience. Director's Cut is the final and definitive word on cinema viewing, the ultimate vision and thought process of an auteur.

Mr. Ajay Bijli, Chairman and Managing Director, PVR Ltd, said, *"Luxury is the future of cinema and Director's Cut is an aspirational movie viewing experience for many who missed out on the Big Screen entertainment while being confined to home entertainment. The Director's Cut format is a catalyst to the popular concept, 'PVR Private Screening' that can offer single group booking as an entertainment bubble due to smaller seating sizes of the auditoriums, personalized service, customized food menu and dedicated managers. There is a huge pent up demand from movie connoisseurs to resume their movie going habits in the safe and hygienic environment of a cinema and Director's Cut provides the perfect destination".*

Crafted with utmost precision, the new Director's Cut at Ambience Mall Gurgaon is designed to offer an unparalleled experience with plush interiors soaked in modern aesthetics – specially designed for cossetting Indian viewers. The property spreads across an area of 22,957 sq.ft with 4 uniquely designed ultra-plush auditoriums and a total seating capacity of 246 audiences. The largest auditorium can seat 71 people and the smallest can accommodate 56 people. Integrated with advanced technologies, the property is equipped with the best in segment in- cinema technological offerings, luxurious lounges, dedicated concierge service, Island kitchen serving Simply Sushi, Japanese Rice bowls – Yakmishi, gourmet sandwiches and artisanal local Indian cheese from different parts of India. The Menu will have equal balance of veg/ non-veg and vegetables will be sourced from small scale farmers.

The cinema offers a 360-degree digital landscape to ensure enhanced safety in the post Covid environment. With Cinema Automation being introduced at its Ambience Mall property, PVR showcases a completely contactless experience at the cinema with the introduction of QR code reading automated gates enabling a patron to self-check-in avoiding queuing up at the entry. Besides paperless ticketing being eco-friendly, a contact less way promotes sustainable practices and a safer way of booking tickets.



Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Limited said, *“The addition of 4 Screens in Director’s Cut to our existing property of 7 Screens at PVR Ambience Mall upgrades the property to a luxury format appealing to premium audiences and enlarging the customer base. The Dining has been put together by renowned world-class chefs. The winning combination of upscale cinema and upscale dining will ensure Director’s Cut becomes a cultural and entertainment landmark in Gurugram. The new Director’s Cut has demonstrated our Design and Project management capability of refurbishing existing spaces into modern and premium interiors providing better value to our partners”.*

PVR Director’s Cut reverberates with a sophisticated luxury with its modern décor, intricate design and an expansive range of gourmet menu curated by celebrated industry chefs for a lavish dining experience. Integrated with advanced technologies, the property features Barco Series RGB 4K projection systems to deliver excellent brightness and vibrant colors for a razor-sharp image quality along with Dolby 7.1 surround system and Next-Gen 3D technology. It also features D-Box and plush leather recliner seats for added comfort with a call button to offer a wholesome experience to the patrons along with the facilities of PVR Director’s Cut Privilege Card program.

Director’s cut is an essential part of PVR’s assiduous strategy to increase its luxury offerings to cater to the growing demand in the sector. Luxury formats are becoming the preferred choice of audiences and gaining more ground in India with a view to provide a differentiated movie watching experience that is complete with technology, F&B, service standards and comfort which is not possible while watching movies at home.

With this opening, PVR strengthens its growth momentum in FY 2021-2022 with **846 screens at 176 properties in 71 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 846 screens at 176 properties in 71 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, 37 screens of LUXE, 04 screens of Sapphire, 09 screens of IMAX, 18 screens of 4DX, 08 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>

Share your feedback at feedback@pvrcinemas.com

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