

22<sup>nd</sup> March, 2019

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**Company Code: PVR / 532689**

**Sub: Opening of Multiplex at “Hyderabad Next Galleria in Musarambagh”**

Dear Sir,

We are pleased to inform you the opening of 6 screens multiplex at Hyderabad Next Galleria Mall in Musarambagh. This multiplex is equipped with BARCO 2K projection system, next-generation 3D-enabled screens and 7.1 Digital Dolby surround sound in all auditoriums.

With this launch, PVR now operates the largest multiplex network with of **754 screens at 162 properties in 64 cities.**

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

For **PVR Limited**



**Pankaj Dhawan**  
**Company Secretary cum Compliance Officer**



## **PVR Cinemas expands its footprints in the Southern market with the launch of its 10<sup>th</sup> multiplex in Telangana**

*~ Opening of 6-screen PVR Cinemas at Hyderabad Next Galleria, Musarambagh ~*

**National, 22<sup>nd</sup> March 2019:** PVR Ltd., the largest and the most premium film exhibition company in the country, announced the launch of its 8<sup>th</sup> multiplex in the city of Hyderabad, today. The 6-screen property is located in a convenient location at Hyderabad Next Galleria in Musarambagh, Hyderabad. Designed on the boutique cinema concept and equipped with advanced in-cinema technologies, the new multiplex offers enhanced cinematic experience to the movie patrons. With this launch, the total screen count of PVR Cinemas stands at **58 screens at 10 properties in the state of Telangana, augmenting its growth in the Southern region of the country to 259 screens in 43 properties.**

The new PVR Cinemas is easily accessible owing to the metro connectivity from across the city. The property spreads across an area of **26,630 sq. ft** with a seating capacity of **985 seats**. It is integrated with world-class technological solutions like BARCO 2K projection system that regulates brightness and vibrant colors to ensure razor-sharp picture quality. In addition to this, the auditoriums are equipped with Dolby 7.1 surround sound and next-generation 3-D, bringing an exceptional digital movie experience with excellent visuals and audio quality. Further, the UHB 3D system is brighter in comparison to the conventional 3D system as the Harkness Silver and White Screens aids in delivering an exceptional video quality. With an array of digital first features and a host of hospitality services, PVR reinforces its focus in enabling a seamless movie viewing experience at the theatres.

Commenting on the launch, **Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd.** said, “We are pleased to announce the launch of our new boutique property in Hyderabad. This is the first launch of this year and we look forward to continuing with our expansion plans in FY 2019- 2020, across the country. Innovation and the endeavor to introduce new concepts and offerings have been at the core of our business strategy and we are certainly positive that the new multiplex in Hyderabad will be well received by the movie patrons.”

He added, “I, on behalf of the whole PVR team would like to thank the L&T Realty Ltd. to let us be a part of their sound property, Hyderabad Next Galleria in Musarambagh, and we look forward to a resounding association.”

**Mr. Gautam Dutta, CEO, PVR Ltd.,** said, “With this launch, we reiterate our focus in introducing new concepts, specially developed to offer an enhanced experience to our patrons at the theatres. With advancements in technological solutions, it is equally imperative to identify customer preferences to be able to establish a connection with them. The new multiplex integrated with state-of-the-art technological solutions and plush interiors stands as a unique property with a comfortable yet classy ambiance, perfectly, designed for moviegoers.”

The interior décor of PVR Musarambagh is designed on the theme of theatrical Art, carrying the characteristics of art deco style. The theatre celebrates distinctiveness with the elements of art decor. Additionally, PVR cements its ardent consumer-centric approach by offering a wide range of gourmet delicacies and with the Quick Tix facility at the box office, seamless experience is guaranteed to the customers at PVR theatres.

With this opening, PVR stands at a total screen count of **754 screens at 162 properties in 64 cities.**



### **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 consumed in the country. PVR currently operates a cinema circuit comprising of 754 screens at 162 properties in 64 cities (21 states &UTs), serving 100 million patrons annually. While the total screen tally of the company stands at 751; PVR offers an array of formats with premium screen category, which stands at 4 screens of Director's Cut, 31 screens of Gold Class, 08 of IMAX, 14 of 4DX, 06 of P[XL], 08 of Playhouse and 01 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](mailto:feedback@pvrcinemas.com)

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