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National Stock Exchange of India Limited

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Company Code: PVRINOX/532689**Sub: Opening of 10 screen multiplex in Delhi and 5 screen multiplex in Ahmedabad**

Dear Sir/Madam,

We are pleased to inform you about the opening of 10 screen multiplex at Pacific City Mall, New Delhi and 5 screen multiplex at Satyamev Emporio, Ahmedabad.

The 10 screen multiplex at Pacific City Mall, New Delhi is equipped with the best-in-class theatrical technology including advanced Laser Projection system, Dolby Atmos surround sound system, 3D solutions from Volfoni Smart Crystal Diamond solution and 5 screen multiplex at Satyamev Emporio, Ahmedabad is equipped with the best-in-class theatrical solutions with the best-in-class theatrical solutions including the SP4K next-generation laser projectors, advanced Dolby surround sound and Next-Gen 3D technology.

With this launch, PVR INOX now operates the largest multiplex network with 1697 screens at 360 properties in 114 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 EXPANDS ITS FOOTPRINT IN NORTH AND CENTRAL INDIA OPENING 2 CINEMAS TOTALLING 15 SCREENS ON A SINGLE DAY

~Opens 10 Screen Multiplex in Delhi and 5 Screen Multiplex in Ahmedabad~

National, 30th June 2023: PVR INOX, the largest and the most premium cinema exhibitor in India has accomplished a landmark of opening 15 Screens across 2 new multiplexes with 10-Screens in Delhi and 5-Screens in Ahmedabad today. The launch of these cinemas is in accordance with its medium and long term strategy to accelerate screen roll out across key markets. The company consolidates its presence in **North India** with **456 screens in 102 properties** and **297 screens in 69 properties in Central India**.

The new **10-screen multiplex** at Pacific City Mall, Jasola, Mathura Road, New Delhi features the **first ScreenX theatre** in North India. The world's first multi-projection technology offers 270 degree panoramic viewing experience on three walls of the auditorium. This is the third ScreenX theatre in India after Mumbai and Kolkata. The property features other premium cinema formats such as Insignia, BIGPIX and MX4D besides 6 impressively designed auditoriums. The multiplex has a total seating capacity of 1402 audience with last row recliners equipped with the best-in-class theatrical technology including advanced Laser Projection system, Dolby Atmos surround sound system, 3D solutions from Volphi Smart Crystal Diamond solution.

PVR INOX expands its footprints in the Central region, with the launch of its **35th property in the state of Gujarat** and 6th in the city of Ahmedabad at Satyamev Emporio. The cinema is equipped with the best-in-class theatrical solutions including the SP4K next-generation laser projectors, advanced Dolby surround sound and Next-Gen 3D technology. The property has a seating capacity of 812 audiences with added comfort through plush recliner seats.

Commenting on the achievement, **Mr. Ajay Bijli, Managing Director, PVR INOX Limited**, said, *"It is indeed a proud moment for us to open 15 screens in two different cinemas located across the length and breadth of our vast country. PVR INOX would endeavor to make cinemas as perfect out-of-home entertainment destinations focused on making cinema viewing more experiential, aspirational and accessible to consumers across geographies and demographics."*

Guests at the Delhi Cinema will be captivated by the architectural elegance with interplay of forms and motifs and the intricate flooring in the foyer with its mesmerizing patterns and textures adding depth and elegance to the space. The Live Kitchen offers cuisine ranging from Asian & Italian, besides a whole range of hot and cold beverages and cinema favourites catering to varied choices of patrons. The Ahmedabad Cinema is styled in a modern art deco design with auditoriums having a magnificent Bordeaux red color theme with fabric paneling and gold niche 'V' pattern design on the side walls. A concession counter with digital kiosks further adds to the property's unique offerings.

'We are elated to announce the launch of 2 new properties in the North and Central regions of our country. PVR INOX will participate in the fast paced integrated retail development in our country and build cinemas as preferred entertainment hubs for city residents. Both the metro cities of Delhi and Ahmedabad are fast expanding and we are delighted to provide more options to consumers in these cities to meet their big screen movie experience', said Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited.



With this opening, PVR INOX has strengthened its growth momentum and has opened 80 screens across 12 properties in 10 cities since the merger.

About PVR INOX Limited

PVR INOX Limited is the largest film exhibition company in India with **1697 screens across 360 properties in 114 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, 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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