

14th March, 2020

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: 022-22722061/41/39/37

Company Code: PVR / 532689

Sub: Opening of 4 new Screens in Indore

Dear Sir,

We are pleased to inform you the opening of 4 new screens at PVR Treasure Island Mall in Indore. The now 9-screen property will introduce two mainstream and two special formats - PVR PlayHouse and PVR 4DX in the already existing 5-screen cinema.

With this launch, PVR now operates the largest multiplex network with of **845 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**

Pankaj Dhawan
Company Secretary cum Compliance Officer

PVR LIMITED

Block A, 4th Floor, Building No. 9A, DLF Cyber City, Phase III, Gurugram 122002 (Haryana) India.

T: +91 124 4708100 | F: +91 124 4708101 | W: www.pvrcinemas.com

Regd Office: 61, Basant Lok, Vasant Vihar, New Delhi 110057. CIN: L74899DL1995PLC067827



PVR adds 4 more screens in Indore, Total screen additions at 87 screens this year

~Becomes the brand's biggest multiplex offering in the state with the addition of 4 new screens ~

National, 14th March 2020: PVR Cinemas, India's largest and the most premium film exhibitor announced the successful procurement of cinema operating license to open **4 new screens** at **PVR Treasure Island Mall, Indore**, today. The now 9-screen property will introduce two mainstream and two special formats - PVR PlayHouse and PVR 4DX in the already existing 5-screen cinema.

However, due to recent MP government order on temporary closure of cinemas as a precautionary measure **to avoid spread of COVID19, the screens will be opened as soon as the order is lifted.** With this expansion, PVR has augmented its screen count in **Western Region to 258 screens across 61 properties and 18 screens across 4 properties in Madhya Pradesh.**

Reiterating its commitment to take modern cinematic exposures beyond metros, the property can now accommodate **1555 audiences.** Designed with contemporary flair, PVR Treasure Island Mall has been a popular entertainment destination amongst the moviegoers of the city. With the expansion, PVR Cinemas is introducing two of its best-in-segment formats – PVR PlayHouse and PVR 4DX. While PVR PlayHouse is a dedicated auditorium for the young ones and their family; PVR 4DX is an immersive, multi-sensory experience, allowing the audience to enjoy the film with motion, vibration, water, wind, snow, lightning, scents, etc. enabled through high-tech motion seats and breath-taking special effects. Further, for an unmatched picture quality, the screens have also been integrated with BARCO RGB+ Laser projectors.

Commenting on the expansion, **Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd. said,** "Currently, it is a situation wherein we first pray for the wellbeing and good health of all our customers. As we stay hopeful that this current state of aberration will pass soon, we continue to stay focused on our business outlook for 2020. With this opening, we make 87 screens in one financial year which is the highest in the industry so far. We assure we will continue with our endeavor to keep entertaining our patrons with an enhanced experience, utmost safety and best in class hospitality."

With this addition, PVR strengthens its growth momentum in FY 2019-20, **so far opening 87 screens in the year, bringing its portfolio to 845 screens at 176 properties in 71 cities.**

Speaking on the occasion, **Mr. Gautam Dutta, CEO, PVR Cinemas said,** "We are excited to introduce two new formats for our patrons in the region. PVR PlayHouse and 4DX technology have received an exponential response from the cine lovers so far and we are hopeful that it will be a success in this market as well. With this, we continue to reiterate our focus on making inroads into smaller markets in India where there is significant growth potential. I look forward to welcoming our guests to experience PVR's latest offerings and urge all to stay healthy and safe."

Technological excellence, superlative services and state of the art infrastructure offers this multiplex an edge over the others. PVR has brought the most scintillating movie experience to its discerning audience and the multiplex, besides offering quality cinema viewing, also provides a wide range of F&B.

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 845



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 4 screens of Director's Cut, 37 screens of Gold Class, 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

For media queries, please contact:

Anasua Mitra | Avian We | M: +91 7838236770 | E: anasua@avianwe.com

Lakshita Arora | Avian We | M: +91 8860014204 | E: lakshitaarora@avianwe.com