

January 14, 2022



National Stock Exchange of India Limited

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Fax: 022-22722061/41/39/37

Company Code: PVR / 532689

Sub: Opening of 4- Screen property in Narsipatnam, Andhra Pradesh

Dear Sir,

We are pleased to inform you the opening of a 4- screen property in Narsipatnam Andhra Pradesh.

The property is equipped with cutting-edge technologies and features Clarus Screens from Harkness and Christie 2K projectors which will deliver an immersive viewing experience to moviegoers. For an unparalleled surround sound experience, the audis host advanced Dolby 7.1 and Dolby ATMOS that truly allows crystal-clear, high-definition immersive audio.

With this launch, PVR now operates the largest multiplex network with of **860 screens at 179 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 enhances its screen portfolio, adds a new 4-screen property in Narsipatnam, Andhra Pradesh

National, 14th January' 2022: PVR Cinemas, India's largest and the most premium film exhibitor announced the opening of a **4-screen property in Narsipatnam**, a town in Visakhapatnam district of Andhra Pradesh. The company now operates the former Sreekanya Cinemax as one of its properties making it the town's largest and most contemporary cinema theatre.

Located in the centre of the city, the cinema has a seating capacity of 1188 audiences. The brand forays into Narsipatnam, a tourism hub to introduce new benchmarks of movie viewing in the region. The property is equipped with cutting-edge technologies and features Clarus Screens from Harkness and Christie 2K projectors which will deliver an immersive viewing experience to moviegoers. For an unparalleled surround sound experience, the audis host advanced Dolby 7.1 and Dolby ATMOS that truly allows crystal-clear, high-definition immersive audio.

With this launch, PVR Cinemas consolidated its foothold in Andhra Pradesh with **13** screens in **3** properties and **296** screens across **48** properties in South.

Commenting on the launch, Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd, said, *"South holds immense importance in terms of our expansion plans in the geography as it is highly underpenetrated in terms of multiplexes. When cinemas reopened after the lock-down, South Indian box office continued to perform well increasing optimism of business recovery. In line with the company's strategy to increase its presence in Tier-2 and Tier-3 cities, we are pleased to introduce Narsipatnam's most modern multiplex to provide best in class entertainment and enhanced experiences to its local populace."*

PVR Sreekanya Narsipatnam will be the first theatre in the town to have DOLBY ATMOS, the world's leading immersive audio technology and offers a wide array of F&B curated to suit the tastes of the region and a spacious lobby, make this addition an exclusive offering.

With this opening, PVR strengthens its growth momentum in FY 2021-2022 with **860 screens at 179 properties in 73 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 860 screens at 179 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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