

1st March, 2024

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: 022-22723121/1278

Company Code: PVRINOX/ 532689**Sub: Opening of 14-screen Megaplex at Phoenix Mall of the Millennium, Pune and 4 screen Multiplex at City Centre, Patna**

Dear Sir/Madam,

We are pleased to inform you about the opening of 14 screen Megaplex at Phoenix Mall of the Millennium, Waked, Pune and 4 screen Multiplex at City Centre, Patna.

The cinema at Phoenix Mall of the Millennium, Pune is equipped with the best-in-class theatrical solutions with 4K Laser projectors in all auditoriums, advanced Dolby Atmos audio and Volfoni 3D screens and at City Centre, Patna is equipped with the most modern theatrical solutions including 2K projectors, Dolby 7.1 sound and Next-Gen 3D technology.

With this launch, PVR INOX now operates the largest multiplex network with 1,726 screens across 362 properties in 113 cities (India and Sri Lanka).

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

Yours faithfully,
For **PVR INOX Limited**

Mukesh Kumar
SVP - Company Secretary
& Compliance Officer



PVR INOX BROADENS ITS PRESENCE IN WEST AND EAST BY UNVEILING TWO CINEMAS TOTALLING 18 SCREENS ON A SINGLE DAY

~Opens 14 Screen Megaplex in Pune and 4 Screen Multiplex in Patna~

National, March 1, 2024: PVR INOX, the largest and the most premium cinema exhibitor in India has achieved a significant milestone by inaugurating 18 Screens across 2 new multiplexes - 14 screens in Pune and 4 screens in Patna today. The launch of these cinemas aligns with its medium and long-term strategy of expanding its screen presence across pivotal markets. The company consolidates its presence in **West** with **361 screens in 79 properties** and **142 screens in 37 properties** in **East**.

The new **14-screen Megaplex** at Phoenix Mall of the Millennium, Wakad, Pune is the first cinema in the city featuring a colossal 14 screens, including 2 INSIGNIA, 1 IMAX, 1 MX4D, 1 KIDDLES and 9 Premiere auditoriums with last row celebrity recliners. The property has a seating capacity of 2199 audiences and is equipped with the best-in-class theatrical solutions with 4K Laser projectors in all auditoriums, advanced Dolby Atmos audio and Volfoni 3D screens.

PVR INOX expands its footprints in the East region, with the launch of its **second property in Patna, Bihar** at the city's biggest lifestyle destination, City Centre Patna, becoming the largest cinema exhibitor in the city. The cinema is equipped with the most modern theatrical solutions including 2K projectors, Dolby 7.1 sound and Next-Gen 3D technology. The property has a seating capacity of 864 audiences with added comfort through plush recliner seats.

Commenting on the achievement, **Mr. Ajay Bijli, Managing Director, PVR INOX Limited**, said, *"Opening 18 screens in two distinct cinemas spread across the extensive expanse of our nation marks a truly gratifying milestone for us. At PVR INOX, our commitment is to transform cinemas into impeccable out-of-home entertainment hubs with our primary goal to enhance the cinema-viewing experience, making it more experiential, aspirational, and easily accessible for consumers across various regions and demographics. We are dedicated to creating an environment where everyone can immerse themselves in the magic of movies, transcending boundaries and enriching the cinematic journey for all."*

Megaplex presents an extensive cinematic extravaganza with multiple cinema formats offering diverse movie experiences all under one roof. While INSIGNIA, the ultra-luxurious cinema format embodies the pinnacle of luxury with plush leather recliner seats with micro adjustable neck rests, gourmet food, with a butler-on-call, IMAX provides the world's most immersive movie experience. MX4D® revolutionizes the 4D cinema experience with motion and effects built into the seats and theatre walls generating sensations like jolts, pokes, wind, water and scents perfectly synchronized with the movie. KIDDLES, an enchanting cinema format is an entertainment paradise for children with dedicated play area and age-appropriate content.

"We are thrilled to share the exciting news of inaugurating two new properties in the Western and Eastern regions of our nation. PVR INOX is actively engaging in the dynamic landscape of integrated retail development across the country, aiming to establish cinemas as the favored entertainment destinations for urban dwellers. As both Pune and Patna undergo rapid expansion in their metropolitan areas, we take great joy in offering additional choices to consumers in these cities, enriching their big-screen movie experiences while becoming an integral part of the cultural and leisure fabric of these evolving urban landscapes", said **Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited**.



About PVR INOX Limited

PVR INOX Limited is the largest film exhibition company in India with **1726 screens across 362 properties in 113 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>

Follow us:

[https://twitter.com/ PVRCinemas](https://twitter.com/PVRCinemas)

<https://www.linkedin.com/company/pvr-limited>

https://www.instagram.com/pvrcinemas_official

<https://www.facebook.com/moviesatpvr/>

<https://twitter.com/INOXMovies>

<https://www.linkedin.com/company/inox-leisure-ltd/>

<https://www.instagram.com/inoxmovies/>

<https://www.facebook.com/INOXLEISURE>

For media queries, please contact:

For media queries, please contact:

Pearleen Katyal | M: +91 9899026003 | E: pearleen@avianwe.com

Shobhit Tripathi | M: +91 8559077887 | E: shobhitt@avianwe.com