

9th February, 2024

National Stock Exchange of India Limited

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Company Code: PVRINOX/ 532689

Sub: Opening of screen at INOX EROS, Churchgate, Mumbai

Dear Sir/Madam,

We are pleased to inform you about the opening of screen at iconic INOX EROS, Churchgate, Mumbai.

The cinema is having IMAX with Laser set apart by its 4K laser projection system featuring a new optical engine and a suite of proprietary IMAX technology that delivers crystal clear images, increased resolution, deeper contrast as well as the most distinct, exotic colors ever available on-screen.

With this launch, PVR INOX now operates the largest multiplex network with 1,713 screens across 361 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 TRANSFORMS THE ICONIC EROS CINEMA TO LAUNCH THE FIRST STANDALONE IMAX WITH LASER THEATRE IN MUMBAI

~Upgrades 86 year old iconic heritage cinema to 'IMAX with Laser technology'~

National, February 9, 2024: PVR INOX, the largest and the most premium cinema exhibitor in India is set to redefine the cinematic landscape in Mumbai with the inauguration of its first standalone IMAX with Laser theatre in Mumbai at INOX EROS, Churchgate. This marks a significant upgrade of the 86-year-old iconic heritage EROS cinema, transforming it into the city's ultimate destination for an immersive and technologically advanced cinematic experience. The state-of-the-art cinema with 305 seating capacity will feature IMAX® with Laser technology, a next generation laser projection and multi-channel sound system exclusive to IMAX theatres for a truly immersive experience.

With the addition of INOX EROS, this will be PVR INOX's 5th IMAX Screen in Mumbai and the 23rd in its national circuit further strengthening the footprint of the company in Maharashtra with 253 screens in 53 properties. In West India, the total count grows to 346 screens in 78 properties, reiterating the brand's commitment to providing unparalleled cinema experiences to audiences across the region.

IMAX with Laser is set apart by its 4K laser projection system featuring a new optical engine and a suite of proprietary IMAX technology that delivers crystal clear images, increased resolution, deeper contrast as well as the most distinct, exotic colors ever available on-screen. Its giant screen, laser-aligned speakers, and patented DMR technology redefine the movie-going experience, making one feel like they are living the story themselves.

Commenting on the announcement, Mr. Ajay Bijli, Managing Director, PVR INOX Limited, said, *"As a leader in the cinema exhibition industry, PVR INOX is transforming the movie-going experience for audiences across India. We are extremely proud to play our part in the revival of the iconic cinema, EROS, Mumbai which truly represents the aspirations of evolving cinema audiences. The reopening of the heritage cinema marks a significant milestone introducing the world's most immersive movie experience for the people in South Mumbai"*.

The cinema has seamlessly integrated the grandeur of the original art deco design with the awe-inspiring scale of IMAX. The lobby evokes a Broadway-esque ambiance; where branding becomes an integral part of the décor, leading to a compact yet dynamic space featuring a live cooking food counter as the central highlight. Heritage elements like bas-relief sculptures and intricate patterns are skillfully inter-woven into the contemporary design, creating a timeless masterpiece that breathes new life into the beloved landmark.

"For generations, EROS cinema has stood as a symbol of cinematic entertainment in the heart of Mumbai. Now, by integrating IMAX with Laser technology, we seamlessly blend the rich history of this iconic cinema with the cutting-edge brilliance of IMAX. At PVR INOX, we aim to elevate the cinematic experience and making it engaging for movie-goers that cannot be replicated at home. We extend a proud invitation to Mumbaikars to rediscover the magic of cinema once again at INOX EROS", **said Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited.**

PVR INOX

Mumbai's Finest Flagship Destination, EROS has been a premier landmark in South Mumbai for over 80 years. The 1930's saw the birth of Eros and a New Bombay playing host to numerous star studded gala opening which now as a Mumbai catchment caters to the affluent Mumbai consumer. The Eros redevelopment plan comprised of restoration of the façade to bring back its old opulence and revamping the internal spaces to suit the needs of modern retail.

Speaking on the opening of the IMAX Cinema as part of the EROS redevelopment, **Mr. Vinay Khandelwal Metro Realty Group** said *"Built by the Cambata Family, in 1938, Eros holds a place in the hearts and minds of millions of Mumbaikars and has come to represent the vibrant crossing on which it stands. After successfully restoring iconic heritage properties Metro Mumbai and Metro Kolkata, we are extremely proud to bring Eros back to prominence in a modern avatar while celebrating its glorious heritage. Now with the INOX IMAX theatre, South Mumbai's first and a world first in a 88 year old heritage building spread over three levels with high-end foyers, concession areas and lounges, theatre and retail patrons would experience the benefits of an integrated shopping and entertainment venue"*.

About PVR INOX

PVR INOX Limited is the largest film exhibition company in India with **1713 screens across 361 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>

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