

01st April, 2019

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Sub: Opening of Multiplex at "Khanna in Punjab and Guwahati in Assam"

Dear Sir,

We are pleased to inform you the opening of 4 screens multiplex at The Celebration Bazaar, Khanna in Punjab and 5 screens multiplex at City Centre Mall, Guwahati in Assam on 31st March, 2019. These multiplexes are equipped with BARCO 2K projection system, next-generation 3D-enabled screens and 7.1 Digital Dolby surround sound in all auditoriums.

Further, please also be informed that from 1st April 2019, PVR Cinemas has closed the operations of two of its properties i.e. Red Carpet in Ahmedabad (4-screens) and Casino Cinemas in Chennai (1-screen).

Now with the launch of 4 screens multiplex at Khanna in Punjab and 5 screens multiplex at Guwahati in Assam, PVR now operates the largest multiplex network with of **758 screens at 162 properties in 65 cities.**

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 Cinemas expands its footprints with the opening of nine screens in Northern and Eastern India

- 5- screens multiplex at City Centre Mall, Guwahati, Assam
- 4- screens multiplex at The Celebration Bazaar, Khanna, Punjab

National, 1st April 2019: PVR Cinemas, the largest and the most premium film exhibition company in India, announced the launch of two new multiplexes in Guwahati, Assam and Khanna, Punjab commencing operations from **31st March 2019**. Equipped with advanced cinematic technology and an array of best in class hospitality services; PVR reiterates its focus on extending a new age movie viewing experience to all corners of the country. With these launches, the company's total screen count reaches to **43 screens at 08 cinemas in Punjab (220 screens at 53 cinemas in Northern India) and 07 screens at 02 properties in Assam (27 screens at 07 cinemas in Eastern India).**

The brand new multiplex at City Centre Mall, Guwahati spreads across an area of 28,761 sq. ft., with a seating capacity of **985** seats. Located at a strategic location, the cinema is developed with cutting edge theatrical technology of 4K projection system, catering to the growing demand of world-class cinema in the region.

Furthermore, PVR Cinemas at The Celebration Bazaar, Khanna is spread across an area of 22,515 sq. ft. with a seating capacity of **954** seats.

Hosting an array of world-class technology solutions like BARCO 2K projection, Dolby 7.1 surround sound system and next-generation 3-D technology at both locations; the multiplexes are an excellent out-of-home entertainment destination for the patrons in the respective regions.

Speaking on the occasion, Mr. Sanjeev Kumar, Joint Managing Director, PVR Ltd said, "We feel happy to introduce two new multiplexes in the Northern and Eastern India in line with the company's expansion plans. We aim to strengthen our presence further across India and continue with our endeavor to make movie viewing an inclusive, innovative and accessible culture for the movie patrons."

Furthermore, Mr. Gautam Dutta, CEO, PVR Cinemas, added, "With these new cinemas, we aim to increase our cinematic exposure across India. The theatres are designed and positioned at convenient locations, offering a diverse range of digital and hospitality services to enable movie patrons to enjoy higher accessibility in experiencing global content in modern movie theatres. With these launches, we look forward to entertaining our customers while delivering efficiency and excellence."

Newly launched multiplexes are styled on contemporary lines, offering a trendy look to the theatres with modern aesthetics. The cinema also offers an instant ticketing solution, the Next-Gen Quick-Tix, for added convenience to the customers. In addition to this, a wide range of gourmet delicacies served in the luxury of comfortable recliners further complements the offerings of the cinemas.

With this launch, PVR stands at a total screen count of **758 screens at 162 properties in 65 cities.**

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 consumed in the country. PVR currently operates a cinema circuit comprising of 758 screens at 162 properties in 65 cities (21 states &UTs), serving 100 million patrons annually. While the total screen tally of the company stands at 758; PVR offers an array of formats with premium screen category, which stands at 4 screens of Director's Cut, 31 screens of Gold Class, 08 of IMAX, 14 of 4DX, 06 of P[XL], 08 of Playhouse and 01 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

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