

4th March, 2024

National Stock Exchange of India Limited

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Company Code: PVRINOX/ 532689**Sub: Opening of Biggest 6-Screen Cinema at Mall of Faridabad, Haryana.**

Dear Sir/Madam,

We are pleased to inform you about the opening of 6 screen cinema located at the Mall of Faridabad, Haryana.

The cinema is equipped with 4K Laser Projection and Real D 3D along with 5 premiere auditoriums with celebrity recliners equipped with 2K laser projection, Dolby Atmos sound and Next-Gen 3D technology.

With this launch, PVR INOX now operates the largest multiplex network with 1,732 screens across 363 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 LAUNCHES THE BIGGEST 6- SCREEN CINEMA IN FARIDABAD WITH THE LARGEST SCREEN

~Introduces City's First P[XL] Large Screen Format with 4K Laser Projection~

National, March 4, 2024: PVR INOX, the largest and the most premium cinema exhibitor in India has announced the opening of the biggest cinema in Faridabad that features the largest screen. Located at the Mall of Faridabad, NIT, the 6 screen cinema is set to redefine Faridabad's entertainment landscape unveiling the First P[XL] Large Screen Format in the city with Laser Projection offering residents yet another out-of-home entertainment destination to watch movies in the best immersive environment.

With this opening, PVR INOX unveils its 6th cinema in Faridabad and will strengthen its foothold in Haryana with 94 screens in 23 properties continuing its expansion in the Northern part of India with 469 screens in 104 properties.

Strategically located in the biggest mall of Faridabad at NIT Bus Stand, the new property has a total seating capacity of 824 audiences and features the P[XL] auditorium with 4K Laser Projection and Real D 3D along with 5 premiere auditoriums with celebrity recliners equipped with 2K laser projection, Dolby Atmos sound and Next-Gen 3D technology.

Commenting on the launch, **Mr. Ajay Bijli, Managing Director, PVR INOX Limited**, said, *"We are pleased to announce the opening of our sixth multiplex in the thriving Faridabad market. The latest cinema marks the debut of the first P[XL] with laser projection in Faridabad offering an immersive cinematic experience for the city's movie enthusiasts. Committed to adapting to evolving audience preferences, we consistently strive to introduce cutting-edge and world's best cinematic experiences nationwide. We are confident that our patrons will warmly embrace our new cinema, seeking a truly immersive and comprehensive movie-watching experience."*

The cinema foyer captivates with its visually striking design, incorporating crystal embellishments, the warmth of bronze metal, and the reflective allure of mirrors, thereby enhancing the overall grandeur. Plush seating and distinct zones, including thematic corners, contribute to creating a diverse and engaging environment. Each auditorium adheres to a unique color scheme, spanning from red, golden, to teal, harmonizing with the corresponding seating and carpet. The fabric-finished sidewalls, complemented by V-shaped light fixtures, accentuate a vibrant atmosphere.

Expressing his views on the launch announcement, **Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited** said, *"It is extremely gratifying to present an innovative cinema concept to our patrons in Faridabad's foremost experience destination hub located in the heart of the city. The introduction of P[XL] with laser projection brings a large screen movie-watching experience to our audiences. Our endeavor is to enrich the out-of-home entertainment experience extending to the rapidly growing suburbs of Delhi NCR. We are confident that our latest cinema will establish itself as the premier destination for all movie enthusiasts in Faridabad, a key satellite city in the vicinity of Delhi."*

PVR INOX

About PVR INOX

PVR INOX Limited is the largest film exhibition company in India with **1732 screens across 363 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, a 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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