



December 02, 2022

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**Company Code: PVR / 532689**

**Sub: Opening of first Director's Cut in Bengaluru, at Forum Rex Walk at Brigade Road.**

Dear Sir/Madam,

We are pleased to inform you about the opening of first Director's Cut in Bengaluru, at Forum Rex Walk at Brigade Road.

The new Director's Cut seats a total of 243 audiences in its five super luxurious thematic auditoriums uniquely designed to offer an unparalleled experience. Integrated with advanced technologies, the property is equipped with the best in segment in-cinema technological offerings, plush leather recliners for added comfort, 4K laser projection system to deliver excellent brightness and razor-sharp image quality along with 7.1 Dolby surround system and Real-D 3D technology.

With this launch, PVR now operates the largest multiplex network 884 screens at 178 properties in 77 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 LAUNCHES SOUTH INDIA'S FIRST DIRECTOR'S CUT IN BENGALURU**

*The Super Luxury Cinema Format, PVR Director's Cut opens to public on 9<sup>th</sup> December'22*

**National, December 2<sup>nd</sup>, 2022:** PVR Ltd, the leaders in Indian film exhibition industry, through its luxury arm The Luxury Collection, today announced the launch of its first Director's Cut in Bengaluru, at Forum Rex Walk at Brigade Road. The new Director's Cut marks the inauguration of the finest luxury cinema in Bengaluru and third of its kind in India. Director's Cut provides the ultimate movie going experience blending the best in high-end hospitality and entertainment. PVR Cinemas with this launch augments its presence in Bengaluru with 88 screens in 12 properties and 316 screens across 51 properties in Southern India.

The new Director's Cut seats a total of 243 audiences in its five super luxurious thematic auditoriums uniquely designed to offer an unparalleled experience. Integrated with advanced technologies, the property is equipped with the best in segment in-cinema technological offerings, plush leather recliners for added comfort, 4K laser projection system to deliver excellent brightness and razor-sharp image quality along with 7.1 Dolby surround system and Real-D 3D technology.

**Mr. Ajay Bijli, Chairman and Managing Director, PVR Ltd, said,** *"We are experiencing a growing demand for luxury cinema experiences from movie connoisseurs as they resume their movie going habits after a pause. Director's Cut is a one-stop destination for a wholesome movie experience, with unique offerings. The expansion of Director's Cut to Bengaluru is an essential part of PVR's assiduous strategy to increase its luxury screen portfolio with a view to redefine spaces and provide experiential world class cinema to patrons."*

PVR Director's Cut reverberates with a sophisticated luxury with its modern décor, intricate design and an expansive range of gourmet menu curated by celebrity chefs MAYANK & SAITO, that features both localized flavors and cosmopolitan recipes, along with a concierge service for a truly holistic and lavish movie experience.

Crafted with utmost attention to detail, the multiplex is a true benchmark of excellence with artworks in the widespread foyer paying a tribute to timeless directors and their legendary contribution to cinema. The concourse of the building guides the guests into two movie lounges – 'The Maverick' and 'The Maestro' with their unique theatrical offerings.

The Maverick showcases PVR's concession counter and has three auditoriums titled 'The Lounge', 'The Gallery' and 'The Grove' housed into it and is equipped with lounge seating. On the other hand, The Maestro is a happening and non-ticketed lounge equipped with two auditoriums named 'The Library' and 'The Venetian' which welcomes all the guests, including non-movie goers to enjoy and relax indulging in authentic Japanese sushi, popcorns, gelatos, Mangalorean and Chettinad local cuisine and signature beverages as part of a truly eclectic menu. Adding to the experience is Bar Central, Popcorn Bar and Simply Sushi counters and a performance stage to witness live shows.



**Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Limited said,** *“PVR Director’s Cut defines luxury cinema viewing and Bengaluru is all set to witness this magic after an immensely successful PVR LUXE in the city. We are elated to bring the Director’s Cut format for the first time at a next generation mall in the city. The new multiplex will provide a bespoke differentiated cinema experience with full-fledged hospitality services and gourmet food catering to a discerning audience in Bengaluru”.*

A Prestige Group enterprise, the Forum brand brings PVR Directors Cut to the Silicon Valley of India. **Speaking about their association with PVR, Mr. Irfan Razack, Chairman and Managing Director, Prestige Group, said,** *“Old timers remember Brigade Road fondly for its landmarks - The Nilgiris Supermarket and The Rex Theatre. The space we have recreated has an 80-year-old place in people’s hearts. Rex was every Bengalurean’s favourite movie space, an iconic landmark and it gives me immense pleasure to welcome PVR Director’s cut who are going to continue the legacy of the Rex theatre. With statement architecture, a new concept and open spaces in the heart of the city, we are making history all over again at Forum Rex Walk. Here, we have the world on a plate - an eclectic mix of cuisines from Modern Indian, Modern Eastern, Pan Asia, American, Mediterranean, Regional Indian spread across fine dine, gastro pubs, cocktail bars, bakeries and cafes. A boutique concept, this mall dedicates 47 percent of its retail space to create experiential dining, making it the largest Food destination in the Central Business District.”*

With this opening, PVR strengthens its growth momentum in FY 2022-23 with **884 screens at 178 properties in 77 cities (India and Sri Lanka).**

#### **About PVR Limited**

PVR is an industry leader in India in the film exhibition business dedicated to delivering the best cinema experience to different audiences. It currently operates **884 screens across 178 properties in 77 cities (India and Sri Lanka)** and serves over 100 million patrons annually. Since its inception in 1997, the brand has redefined the way out-of-home entertainment is consumed in the country. The 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, diverse content for regional movie goers, an array of formats in the premium screen category such as Director’s Cut, LUXE, Sapphire, IMAX, 4DX, P[XL], Playhouse and PVR Onyx.

**For further information, please visit:** <http://www.pvrcinemas.com/corporate/about-us.aspx>

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