

8th October, 2015

BSE Limited

Corporate Relationship Department
1st Floor, New Trading Ring,
PJ Towers, Dalal Street,
Fort, Mumbai - 400 001
Fax: 022-22722061/41/39/37

Company Code: 532

Dear Sir,

We have observed from your website your query regarding "PVR ties to bring 4DX in India", letter of which has never been received by us from your office. Since we have noticed this query today, accordingly we are attaching a note on this for your record.

Kindly take the same on record

Thanking you,

Y faithfully
For

Pankaj
Sr. VP-Sec

Encl: A/a



CJ 4DPLEX signs deals with leading global movie exhibitors

PVR Ltd., Logix
Introd

re, Noida, India, and Two Japanese Multiplexes
4DX Cinema l perience to Moviegoers

Los Angeles and Las Vegas (April 21, 2015) – CJ 4DPLEX (BOOTH #2003), the world’s first 4D cinema company for full feature films, announced today at CinemaCon in Las Vegas that it has signed deals with the Indian exhibitor, PVR Ltd., and two Japanese exhibitors to bring 4DX technology to their movie theaters.

he largest chain in India, will launch the 4DX technology at PVR Cinemas
t its first S a 15-screen multiplex at Logix City Centre in Noida, India. This will
Superplex a’s most advanced cinematic viewing experience, strategically located
in the heart of the city, bringing the audience world class formats including IMAX, ECX, PVR
Premier, PVR Gold Class, PVR 4DX and PVR Playhouse.

While addressing the media at a signing ceremony at CinemaCon, Mr. Gautam Dutta, CEO PVR Ltd. said, “We are excited about our association with CJ 4DPLEX. India is a land of cinema lovers. The country has an immense potential to both produce and consume movies in various formats. Introducing 4DX at PVR Cinemas will be another step to offer finest movie experience to our patrons here. PVR has always aimed to give the best to its audiences and we see a promising future for this technology in our country.”

Mr. Byun Hwan Choi, CEO of CJ 4DPLEX said, “Our partnership with PVR is the best opportunity for 4DX to accelerate expansion in the world’s largest film-producing country. Being loved by the Indian moviegoers is a worthwhile challenge for us, and we are eager to achieve it. We look forward to a successful partnership with PVR.”

CJ 4DPLEX is also expanding its reach in Japan. It has announced today that, as of March 31, it signed with Harima Enterprise to bring a 96-seat 4DX auditorium to a newly built multiplex in Himeji city, Japan. Located in the center of Hiroshima, Kobe, and Osaka, the Himeji 4DX site is

ion lly new entertain tform area.
Jap is scheduled to si last w this
par r in Japan – the largest er in a country

thus far



Since its first 4D screening of *Avatar* in 2010, CJ 4DPLEX has brought more than 23,000 4DX seats to 170 theatres in 33 countries – opening on approximately one new screen every week as theatres recognize the power of being able to offer a wider range of formats and differentiated movie-going experiences to its patrons. In 2014 alone, 4DX launched 53 new screens compared with 47 in the previous year. Globally, 4DX has attracted more than 20 million attendees as of January 2014, and it is expected to pass 30 million by the end of 2015.

oth #2003.

About 4DX by CJ 4DPLEX

CJ 4DPLEX is operating 4DX, the world's first 4D-technology based cinema for feature films. Headquartered in Seoul and with international offices in Los Angeles and Beijing, the company provides immersive cinematic experience through 4DX auditoriums for exhibition partners along with 4DX codes of major Hollywood blockbusters and local titles. Each auditorium incorporates motion-based seating synchronized with over 20 different effects and optimized by a team of skilled editors, maximizing the feeling of immersion within the movie. A visit to the 4DX brings a virtual journey through an all-encompassing experience not limited to just audio and video. 4DX presents an all-five-senses immersive cinematic experience allowing everyone to connect with the movie and experience special effects through motion, vibration, water, wind, lighting, scents and more that enhance the visuals on-screen. Since 2010, more than 200 Hollywood titles were screened in 4DX. As of April 2015, there are more than 23,000 4DX seats across 170 sites in 33 countries. For more information, please visit: Homepage: www.CJ4DX.com / Facebook: www.facebook.com/4dxusa (USA) & www.facebook.com/4dplex (International)

About PVR

PVR Ltd. is the largest and the most premium film and retail entertainment company in India. Since its inception in 1997, the brand has redefined the way people watch movies in India. PVR currently operates a cinema circuit comprising of 471 screens at 106 properties in 44 cities pan India. The company acquired the Cinemax properties in 2012 and currently serves 60 million patrons at PAN India level. Currently amongst the top 10 cinema companies in the world with respect to admissions per screen, PVR has entered the World Economic Forum's List of Fastest-Growing 'Global Growth Companies'.

About Harima Enterprise

With the head office located in Hyogo prefecture in Japan, Harima Enterprise Co., Ltd. was established by Sanyo Enterprise Co., Ltd. (Current EMIS Enterprise Co., Ltd.) in 1984 to operate movie theaters. It is currently operating "Cine Palace Sanyo-Za" in Himeji city. It will open a 12-screen cinema complex "Earth Cinemas Himeji" equipped with modern facilities in a commercial facility named "TERRASO Himeji", which is scheduled to open by EMIS Enterprise Co., Ltd. in a redeveloped area 2 minutes by walk from Himeji station of Japan Railways in the summer of 2015.

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4DX Media Contacts:

Matt Biscuiti or Kevin Broderick
The Lippin Group
Phone: 212-986-7080
E-mail: matt@lippingroup.com / Kevin@lippingroup.com

