

09th December, 2016

National Stock Exchange of India Limited

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Company Code: PVR / 532689

Sub: Opening of Multiplex at “Eva Mall, Vadodra, Gujarat”

Dear Sir,

We are pleased to inform you the opening of a 5 screen multiplex at Eva Mall, Vadodra, in Gujarat. This multiplex also boasts of many firsts including the latest 7.1 Digital surround sound and Dolby ATMOS technology, 4K projection systems and the Next Generation 3D enabled screens for the best cinematic experience in the entire state. The new multiplex will also include a wide array of F&B including extensive range of gourmet food options.

With this launch, PVR now operates the largest multiplex network with **562 screens at 122 properties in 48 cities pan India.**

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

For **PVR Limited**


Pankaj Dhawan
Sr. VP-Secretarial





PVR Cinemas become the largest multiplex chain in Gujarat

Inaugurates the first 5-screen PVR ECX in the state

Vadodara, 9th December 2016: PVR Ltd., the largest cinema exhibition company in India, today inaugurated its fourth multiplex in Vadodara at Eva Mall making it the largest multiplex chain in the city with a total of 17 screens. With this launch, PVR cinemas now become the largest player in the state of Gujarat with **12 properties and 53 screens**. The newly launched PVR property will be the first ECX (*Enhanced Cinema Experience*) sub-brand of PVR in Gujarat, which will redefine the cinema experience with its luxury interiors, state of the art sound and projection technology.

Speaking on the occasion, **Mr Gautam Dutta, CEO, PVR Cinemas** said, *"We are extremely pleased to be back at Vadodara with our fourth multiplex in the city. It is a result of tremendous trust and response shown by the cinema enthusiasts that we are expanding our presence here. West has always been an important market for us and our first ECX multiplex in Gujarat is a significant achievement. This launch brings us closer to achieving our milestone of 1,000 screens in India by 2020."*

The cinema is spread across an area of 24,500 sq ft with a total capacity of 1067 seats. There are 29 recliner seats to provide extra comfort for discerning audience. The facility offers an added convenience to movie-goers with the availability of Quick Tix, a convenient instant ticketing solution allowing patrons to enter the theatre, avoiding long queues. The customers can also avail the facility of redeeming PVR gift cards and privilege cards at the newly launched property.

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Adding further, **Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd.** said, *"We are delighted to strengthen our presence in Gujarat. It has been our continuous endeavour to enhance customer experience at our theatres with superior technology and overall services matching up to the international standards of convenience and comfort. The newly launched PVR ECX property at Eva mall would definitely be a great movie destination for both youngsters and families. On behalf of PVR, I would also like to thank the management of Geet Realty for providing us with a strategic location to cater to the audience in Vadodara. The Eva Mall will host a good mix of top Indian and International brands perfectly complementing each other."*

Speaking on the occasion **Mr Bhavesh Patel, Managing Director, Geet Realty** said, *"It's our privilege to get associated with PVR Cinemas. The whole journey of creating a retail destination started with PVR and today we have reached a healthy state to launch Eva Mall before the end of this calendar year. Along with the top class cinema experience of PVR, the customers will also enjoy shopping at Lifestyle, Westside, Big Bazaar and a host of other local and international brands"*.





With this launch, PVR reaches a total count of **562 screens at 122 properties in 48 cities.**

About PVR Limited

PVR is the largest and most premium film exhibition company in India. Since its inception in 1997, the brand has redefined the way entertainment is consumed in India. PVR currently operates a cinema circuit comprising of **562 screens at 122 properties in 48 cities (18 states and 1 Union Territory)**, serving approx. **75 million** patrons annually.

For further information, please refer to the PVR website: <http://www.pvrcinemas.com/corporate/about-us.aspx>

Share your feedback at: feedback@pvrcinemas.com

For media queries, please contact:

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