

29th February, 2016

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Sub: Opening of Multiplex at "Vaishnavi Sapphire Mall, Yashwantpur, Bengaluru"

Dear Sir,

We are pleased to inform you the opening of PVR's another Multiplex at "**Vaishnavi Sapphire Mall, Yashwantpur**" in Bengaluru.

PVR's six screens Multiplex enabled with state-of-the-art technology, 2k Christie Digital projection; 3D enabled screens along with Dolby digital 7.1 surround sound system.

With the opening of this Multiplex at "Bengaluru, Karnataka", the total screens count has gone upto 497 Screens at 110 Locations across 44 Cities in 15 States and 1 Union Territory.

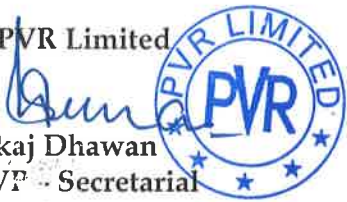
The opening of this prestigious Cinema is a part of PVR's organic growth strategy of PAN India expansion and increasing its presence in major cities.

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

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PVR Cinemas retains its leadership in the state of Karnataka
~Launches its 8th property in Bengaluru at Vaishnavi Sapphire Mall~

Bangalore, 28th February, 2015: PVR Ltd, India's largest cinema exhibition chain, announces the launch of its newly constructed 6 screens multiplex at Vaishnavi Sapphire Mall, Yashwantpur, Bengaluru. With this addition, PVR cinemas continues to be largest multiplex of the city with **63 screens across 8 properties** and proudly stands tall with a total screen count of **497 screens at 110 properties in 44 cities** across country.

Located in the industrial suburbs, the property is spread over an area of 38,288 sq ft with a capacity of 1058 seats.

At the launch, **Mr Gautam Dutta, CEO, PVR Cinemas** said, *"We are very excited about this brand new property. The cinema would be a new hub of entertainment for the residents in the nearby vicinity. Also, with the wide range of programming mix provided at the box office and the vast offerings of food and beverage at the property, we ensure to provide a wholesome family entertainment outing to our patrons."*

The newly launched property boasts about dramatic and beautifully framed campus. The arrival at cinema level is greeted with a long showcase shop front with beautifully framed movie posters. The complete layout planning of the cinema, akin to the pilgrimage for movies, is inspired from traditional temple plan with its symmetrical & structured spaces. The main foyer itself is a high ceiling symmetrical space with long food counters on both sides.

Equipped with state-of-the-art technology, the cinema also has 2k Christie Digital projection; 3D enabled screens along with Dolby digital 7.1 surround sound system.

Mr Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd, said *"Bengaluru is a unique market for cinema exhibition as it has a very interesting mix of audience that prefers a varied range of movies. From animated movies to drama, action to regional, the market demands are high in terms of entertainment. People here are very keen to get the best quality in terms of ambience, technology and food & beverages. Hence, we have taken utmost care whilst building this property. I would also like to thank Sugam Vanijay Holdings Pvt. Ltd., our mall developers for providing us a strategic location in the city. We look forward to have further associations with them"*

With a robust expansion plans, PVR is destined to reach a screen count of 500 screens at the beginning of the new year 2016 with an equal penetration in tier II and tier III cities.

About PVR Limited

PVR 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 497 screens at 110 properties in 44 cities and serves 66 million patrons at the pan India level.

For further information, please refer to the PVR website: www.pvrcinemas.com

