

21st March, 2016

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Sub: PayTM and PVR form strategic on-line movie ticketing relationship

Dear Sir,

We are happy to announce our new strategic relationship today that will bring PVR's movie tickets to Paytm's e-commerce platform as a part of Company's nationwide foray in the on-line movie tickets segment.

A detailed press release in this regard is enclosed.

This is for your information and to all concerned.

Thanking you,

For PVR Limited



Pankaj Dhawan
Sr. VP - Secretarial





Paytm and PVR Form Strategic On-Line Movie Ticketing Relationship

PVR, the largest film entertainment company in the country kicks off the deal with debut of Paytm's new vertical i.e. movie tickets, on its e-commerce platform

New Delhi, 21st March, 2016: PVR cinemas, the nation's leading destination for all things movies, and Paytm, India's largest mobile payments and commerce platform, announced a new strategic relationship today that will bring PVR's movie tickets to Paytm's e-commerce platform as a part of its nationwide foray in the on-line movie ticket segment. In the first year of this relationship, PVR targets to sell tickets worth **Rs. 2.5 - 3 billion** on Paytm's e-commerce platforms besides selling tickets from the box offices and other channels.

Mr. Sanjeev Kumar Bijli, PVR Cinemas said, "In our never-ending passion to provide convenience to our esteemed patrons, we have partnered with Paytm as our e-ticketing channel partner. Reaching over 500 screens brings further responsibilities to provide a seamless movie watching experience. With Paytm, we envision to touch millions of new movie goers who may now experience the joy of watching films at a PVR Cinema near them. This is another initiative to augment the box office revenues by reaching out to more consumers and achieving better penetration into micro markets. To sum up, this association is a sure delight not only for us but for our patrons, film distributors and producers alike!"

Paytm is aggressively extending its presence in new verticals as a part of its strategy to be ubiquitous in daily life of its customers. Considering the current size of movie ticketing market in India, worth USD 2 billion and growing 10% annually, the on-line movie ticketing market is only 15% of the total domestic market. Paytm has set aggressive targets for itself and intends to double the share of on-line movie ticketing market in quick time. With over 125 million registered users and 90 million orders per month, Paytm is the perfect e-commerce platform to reach out to the growing movie aficionados of the country.

Mr. Vijay Shekhar Sharma, Founder & CEO, Paytm said, "We are constantly trying to add more services for our 125 million + users on the Paytm platform. We are very excited about our partnership with PVR, India's largest film entertainment company. The partnership with PVR will even further enhance the superb movie-watching experience that is the hallmark of the PVR cinemas brand. We are making rapid strides towards ensuring that Paytm is the one stop





destination for all frequent payment needs of an Indian consumer, and the launch of the movie ticketing facility is another step in this direction.”

Starting this month, PVR tickets and F&B products will be sold and marketed on Paytm portal’s web, mobile apps and other affiliate channels. The significant consumer shift over the past few years towards online and mobile sales, with a strong CRM backbone allows better segmentation and analysis in marketing relevant content to users. For PVR, this shift also helps in reducing the burden at the box office by reducing costs and making up for the lack of customer data thereby helping in predictive modeling.

Mr. Kamal Gianchandani, Chief Strategy Officer, PVR Cinemas added “We want to super serve moviegoers anytime and anyplace with engaging movie information, offers and other features, so it was natural for us to team up with Paytm, whose mobile wallet and e-commerce services are enjoyed by millions and is a great distribution platform for PVR’s movie tickets and F&B offerings. Paytm’s insights into moviegoer behavior will be a key piece of movie audience data that will be added to our growing data and targeting capabilities platform, as we look to better serve our audiences with timely, targeted and relevant content and messaging.”

About PVR Limited

PVR is the largest and most premium film and retail entertainment companies 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 **501 screens at 111 properties in 45 cities**, serving 70 million patrons across nation. For further information, please refer to the PVR website:

<http://www.pvrcinemas.com/corporate/about-us.aspx>

About Paytm.com

Paytm is India’s largest mobile payment & commerce platform. With current user base of more than 125 million, Paytm is on mission to bring half a billion Indians to main stream of economy using mobile payment, commerce and soon to be launched payment banking services. Consumer brand of India’s leading mobile internet company One97 Communications, Paytm is head-quartered in NCR. The company’s investors include Ant Financials (AliPay), Alibaba Group, SAIF Partners, Sapphire Venture and Silicon Valley Bank.

