

24TH May, 2016

National Stock Exchange of India Limited

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Company Code: PVR / 532689

Sub: Opening of Multiplex at "Panvel, Raigad District, Maharashtra"

Dear Sir,

We are pleased to inform you the opening of a 5 screen multiplex at Orion Mall at Panvel, Raigad District in Maharashtra. With the best in sound and projection technology, the cinema is equipped with 4K projection system, 7.1 Digital Dolby surround sound and 2nd gen. 3D enabled screens and comfortable seating along with a wide range of gourmet food, thus giving the customers an enthralling movie watching experience.

With this launch, PVR now operates the largest multiplex network with **524 screens at 114 properties in 47 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





Panvel gets its first cinema marvel with PVR's 5- screen multiplex

~With this launch, PVR strengthens its presence in Maharashtra~

Mumbai, 24th May, 2016: In proximity to Mumbai, the heart of the bollywood film industry, Panvel gets its first PVR multiplex. Panvel is an important city of Raigad district (Maharashtra) and is highly populated due to its close proximity to Mumbai. The diverse population of the city has created a customer base which is expanding at an exponential rate. However, the market is clearly untapped when one talks about the entertainment destinations.

PVR, India's largest cinema exhibition company, realizing the growing demand of a premium entertainment hub launches its 5- screens multiplex at Orion Mall, which is also the first multi-brand mall in the city along with the multiplex. Situated in the heart of city, with ease of access from Railway Station and the ST Bus Depot, the location provides an unexplored viable catchment. With this launch, PVR's screen count in Maharashtra reaches to **143 screens across 35 properties**.

Speaking at the launch of the cinema, Mr Gautam Dutta, CEO, PVR Cinemas, said, *"Panvel is an upcoming city of Maharashtra. It has great infrastructures, good connectivity, affordable residential apartments and an audience, who are highly inclined to watch cinema at the best state of the art facilities. We are very excited to open our first multiplex in the city and hope that our brand becomes equally popular with the people here as well."*

The newly launched cinema has a unique and contemporary design of bollywood artwork and décor with an entrance wall of orange Italian stone portals marking the grand entry to the cinema foyer. The cinema is spread across an area of 25,292 sq ft and is capable of catering to 940 patrons. PVR Cinemas also offer an added convenience to movie-goers with the availability of Quick – tix, a time saving technology to instant ticketing solution. This allows patrons to enter the theatre in a quicker and more efficient manner by avoiding the long queues. Technology remains the most important aspect of the cinema and PVR provides an exceptional digital movie watching experience to its patrons with 7.1 Digital Dolby surround Sound and 2nd Generation 3D enabled screens.

Further, **Mr Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd** added, *"It is an exciting moment for us as we launch our first multiplex in Panvel. I am sure we will be able to fulfill the expectations of our audience here."*

On behalf of PVR, I would like to thank M.P Associates, our developers, for providing us a prime location that caters to such a wide spectrum of audience. Since, Panvel now has the much needed premier platform for entertainment in the immediate catchment; the multiplex would stand as the favorite destination for the patrons from Navi Mumbai, Raigad District, Mahad, Roha, Alibagh and the places around it. We are looking forward to a massive response from the city."

At the launch, **Mangesh Parulekar, Promoter - Orion Mall Panvel (MP Group)** said: *"Orion Mall Panvel is the first mall in Panvel and PVR Cinemas is the first ever multiplex in entire Navi Mumbai. We are truly*





proud and honored to be associated with PVR Cinemas. What PVR offers is a complete movie experience which people of Navi Mumbai have never experienced before. There is lot of excitement amongst people here and the PVR Cinemas launch is much awaited. The reason to initiate this project was to offer the people of Panvel excellent quality brands and an overall shopping and entertainment experience. We have been successful in this mission with majority of the anchors and vanilla stores now in operation. PVR Cinemas launch is the cherry on the cake and we believe that this relation with PVR will act as an important attribute to enhance the entire experience we intend to provide at Orion Mall Panvel."

With this launch, PVR reaches a total count of **524 screens at 114 properties across 47 cities** pan India.

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 **524 screens at 114 properties in 47 cities**, serving approx. **70 million** patrons annually. For further information, please refer to the PVR website:

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

