

5th August, 2016

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Sub: Opening of Multiplex at "Palava, Lodha Xperia Mall, Maharashtra"

Dear Sir,

We are pleased to inform you the opening of a 6 screen multiplex marvel at Xperia Mall at Palava, 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 Next Generation 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 **557 screens at 121 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 inaugurates a 6-screen multiplex marvel at Xperia mall, Palava

Expands its presence in Mumbai Metropolitan Region with this launch, 1st multiplex at KDMC region

Mumbai, 5th August, 2016: PVR, the largest cinema exhibition company in India, today inaugurated its newest multiplex at Xperia Mall, Palava. **Mr Ajay Bijli, Chairman and Managing Director, PVR Ltd, Mr Abhishek Lodha, Managing Director, Lodha Group, Mr Gautam Dutta, CEO, PVR Cinemas and Mr Shaishav Dharia, Regional CEO, Lodha Group** inaugurated the 6-screen hi-tech multiplex at Xperia mall. **Jacqueline Fernandez and Tiger Shroff**, the star cast of upcoming movie *Flying Jatt*, graced the occasion by unveiling a larger than life cutout of the movie as part of their movie promotion.

PVR is one of the first properties to open at Lodha Xperia mall at Palava. The mall has a 20 minute proximity and sound connectivity to areas panning right up to Thane-Belapur road, Thane, Navi Mumbai as well as Kalyan- Dombivli. With some of these areas being starved of high quality entertainment options, PVR at Xperia is set to offer the residents of these regions a world-class cinematic experience. With this launch, PVR's screen count in Maharashtra reaches to **147 screens across 35 properties**.

The cinema is spread across an area of 35,000 sq ft and can accommodate up to 1178 patrons at a time. The multiplex offers an added convenience to movie-goers with the availability of Quick – tix, a time saving technology to instant ticketing solution allowing patrons to enter the theatre quickly by avoiding the long queues. The cinema also follows the QR code concept wherein the patron can walk in straight in the auditorium without any physical tickets. The property boasts of 7.1 Digital Dolby surround sound along with 4K projection system and Next Generation 3D. The last row of all the auditoriums has recliners seats for comfortable seating.

At the launch, **Mr Gautam Dutta, CEO, PVR Cinemas** said, *"Though the city Palava is a rapidly evolving destination, there is a dearth of a premium movie watching destinations in the region. Residents here usually travel long hours to watch movies in a refined format. With PVR opening at Palava, residents can now avoid long driving hours to reach a premium cinema to watch movies. With the state of the art technology and comfortable seating, we are sure that our multiplex at Xperia mall would be the next go to place for our patrons."*

Adding further, **Mr Ajay Bijli, Chairman and Managing Director, PVR Ltd** said, *"It is indeed a pleasure to extend our presence in Maharashtra. We have a strong presence in the capital, Mumbai and have always received a tremendous response from the patrons there. We look forward to an equally rewarding response from Palava's citizens and patrons from the neighboring regions as well. On behalf of PVR, I would also like to thank Lodha Group and Palava City Management to provide us with a strategic location to cater to the fast growing suburban catchments of Palava, Kalyan-Dombivli, Mahape, and areas in Navi Mumbai around the mall."*





Inaugurating the first multiplex of the region, **Mr Abhishek Lodha, Managing Director, Lodha Group** said, *“Rapid urbanization is widening the gap between growth and quality in our mega cities. Palava was envisaged to fill this gap and enhance the quality of living by creating communities, not just developments. Our flagship mall, Xperia, is an attempt to become the shopping, entertainment and socio-cultural hub of Palava city and Kalyan-Dombivli region. We thank PVR for partnering us in our journey of making Palava as one of the top places to live and grow.”*

Speaking at the launch of the brand new multiplex, **Mr Shaishav Dharia, Regional CEO, Lodha Group** said, *“At Palava, we have always focused on creating high quality public spaces that enhance the quality of life and avenues where people can come together and interact with each other. Lodha Xperia mall at Palava, our first endeavor in the retail industry, is planned to become the fastest growing retail and entertainment destination not just for our 25,000+ families but also for others in the neighboring regions. PVR’s high quality cinematic experience fits well with Palava’s philosophy of offering great lifestyle in a well-planned urban environment.”*

Tiger Shroff and Jacqueline Fernandez added, *“It’s always a pleasure to watch movies at PVR. Whether we are in Mumbai, Delhi or out here at Palava, the brand is impeccable. It’s good to be back here at Palava - we shot a few scenes of Flying Jatt out here. It’s a beautiful place with a well-planned, green and clean environment that can be seen in the film. We had a blast shooting here.”*

With this launch, PVR reaches a total count of **557 screens at 121 properties across 48 cities (including 18 states and 1 Union Territory).**

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 **557 screens at 121 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.pvr Cinemas.com/corporate/about-us.aspx>

Share your feedback at: feedback@pvr Cinemas.com

About Lodha Group

Established in 1980, privately held Lodha Group is India’s leading real estate developer and amongst the world’s select multinational real estate developers with presence in India and the United Kingdom. The company is one of the most profitable players in India and the largest by sales, having clocked over INR 6,400 Cr for FY 15-16 – larger than #2 and #3 players combined in India. The company is currently developing around 41 million sq. ft. of prime residential real estate globally with the largest land reserves in the Mumbai Metropolitan Region and has 41 ongoing projects across London, Mumbai Metropolitan Region, Pune and Hyderabad. In FY 2015-16, Lodha Group delivered 3.3 crore sq ft of real estate and 6,800 units across projects.

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