

25th January, 2017

National Stock Exchange of India Limited

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Company Code: PVR / 532689

Sub: Opening of Multiplex at "Arved Transcube Plaza, Ahemdabad, Gujarat"

Dear Sir,

We are pleased to inform you the opening of a 7 screen multiplex at Arved Transcube Plaza, GSRTC in Ahmedabad. This multiplex reverberates of the 7.1 Digital sound with 2K and 4K projection systems and Next Generations 3D enabled screens with ultra-high brightness. 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 **569 screens at 123 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 launches its 6th multiplex property in Ahmedabad

~Now the largest multiplex chain of Gujarat with 13 properties~

Ahmedabad, 25th January, 2017: PVR Ltd., the largest cinema exhibition company in India, today launched its sixth multiplex in the cultural hub, Ahmedabad at Arved Transcube Plaza, GSRTC. The newly launched multiplex will be a grand 7-screen property with 1404 seats. With this launch PVR Cinemas becomes the largest multiplex chain not just in Ahmedabad (28 screens) but in the state with **13 properties and 60 screens**.

Ahmedabad with its vibrant culture and diverse mix of entertainment preferences has always been a great attraction for alluring cinema halls, exquisite festivals and various music festivals. Optimizing the growing need for premium entertainment hub in the city, PVR launched the new property at a prime location in the city.

Speaking on the occasion, **Mr. Gautam Dutta, CEO, PVR Cinemas** said, *"We feel extremely pleased to launch our sixth multiplex in the city. West has always been an important market for us and considering we have always received an overwhelming response from our patrons, we continue to expand our presence here. 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 50,000 sqft with a total capacity of 1404 seats. There are recliner seats in four audis 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.

Commenting on the launch, **Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd.** said, *"Ahmedabad being the most populated city of Gujarat, has a wider audience with huge interest in watching world-class cinema at the best state of art facilities. The newly launched PVR property at Arved Transcube Plaza would definitely be the go to place for the movie connoisseurs. On behalf of PVR cinemas, I would also like to thank the management of Arved Transcube Plaza for providing a strategic location to cater to city's audience"*.

The multiplex reverberates of the 7.1 Digital surround-sound with 2K and 4K projection systems and Next Generation 3D enabled screens with ultra-high brightness. The new multiplex will also include a wide array of F&B including gourmet food options.

With this launch, PVR reaches a total count of **569 screens at 123 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 **569 screens at 123 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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