

October 10, 2017

National Stock Exchange of India Limited

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Company Code: PVR / 532689

Sub: Launch of PVR Privilege Program

Dear Sir,

We are pleased to inform you that PVR has introduced PVR PRIVILEGE, a class-leading loyalty program for its ever growing patron base. The loyalty program offers members an enriched array of first class redemption opportunities and enhanced benefits.

A copy of press release as well as presentation is enclosed.

This is for your information and to all concerned.

Thanking You.

For **PVR Limited**



Pankaj Dhawan
Company Secretary

Encl: A/a



PVR CINEMAS, INDIA'S LARGEST CINEMA CHAIN, LAUNCHES INDIA'S FIRST FULLY DIGITAL LOYALTY PROGRAM

- **PVR Privilege targets 10 Million members**

New Delhi, 10 October 2017: PVR Cinemas, India's largest and most premium film exhibition company marks its 20th year in business by introducing *PVR PRIVILEGE*, a class-leading loyalty program for its ever growing patron base (currently at 75 million). The loyalty program offers members an enriched array of first class redemption opportunities and enhanced benefits. To support the launch of *PVR Privilege*, PVR is offering Food & Beverage vouchers of the same value as the activation fee, so that the membership is at zero cost to new members at its 131 properties nationwide comprising of 600 screens.

The event also witnessed the presence of special guest of honor, Bollywood actor Aamir Khan & Zaira Wasim.

"We are pleased to debut PVR Privilege, our loyalty program, which is designed to be one of the most rewarding programs in cinemas. It will enable members to enjoy a remarkably simple and a fast way to free tickets or F&B offerings at PVR cinemas. By being an early mover in offering a loyalty program, PVR continues to enhance the movie going experience for PVR's valued guests" said **Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd**

The PVR Privilege program is India's first fully digital cinema loyalty program and offers the following consumer privileges and benefits:

- Reward points on each purchase of tickets or food and beverages
- Automated conversion of Reward points into vouchers that can be used to pay for tickets and F&B
- Personalized offers, and services at cinemas
- Bonus points during special occasions
- Easy to use, with a QR-code based virtual card in App, Website and at Cinemas

For information about PVR Privilege and to sign up, guests can inquire at their local PVR Cinema, at pvr Cinemas.com or can download the PVR mobile app. It's pertinent to share that PVR Privilege would be best experienced when used on the PVR mobile app.

"PVR privilege card is a strategic move to delight, create and retain loyal customers. We are targeting a brisk growth for the PVR Privilege program over the next 2 years. The growth of the PVR Privilege data base will allow us to reach more movie goers than ever before, with greater efficiency and precision." said **Kamal Gianchandani, Chief of Strategy, PVR Limited.**



The PVR Privilege program promises to make the movie-going experience hugely rewarding by earning points and auto-generated vouchers, all from first time visitation to subsequent transactions. Points start accruing on tickets, food and beverages, with quick redemption at both off-line and on-line channels. Exclusive privileges, combo upgrades, special days for customers, and personalized services will work across web, mobile app and in cinemas. The customer just needs to walk in with their virtual card on their phones.

About PVR Limited

PVR is the largest and the most premium film exhibition company in India. Since its inception in 1997, the brand has redefined the way entertainment is consumed in the country. PVR currently operates a cinema circuit comprising of **600 screens at 131 properties in 51 cities (18 states and 1 Union Territory)**, serving approx. **75 million** patrons annually.

PVR:

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Privilege

MORE VISITS. MORE REWARDS

1ST TIME IN INDIA

Completely Digital Loyalty Program in
the Movie Exhibition Industry



OUR THOUGHT PROCESS : THE **+1** APPROACH



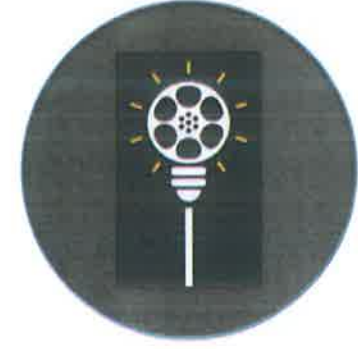
**To increase Footfalls and also
the Customer Frequency**

+1 Visitation



**More spends on F&B
through burning of Points**

+1 Purchase of F&B Product



**Availability of Segmented
Data would position Cinema
as a Primary Adv. Medium**

THE WORKS

An Active Loyalty Program



Simple, easy to use



Phone No to be the Membership ID (No Physical Card)



Rewards and Benefits to accrue from 1st visit onwards



More visits resulting in more rewards



Use of Analytics to give customized offers to patrons

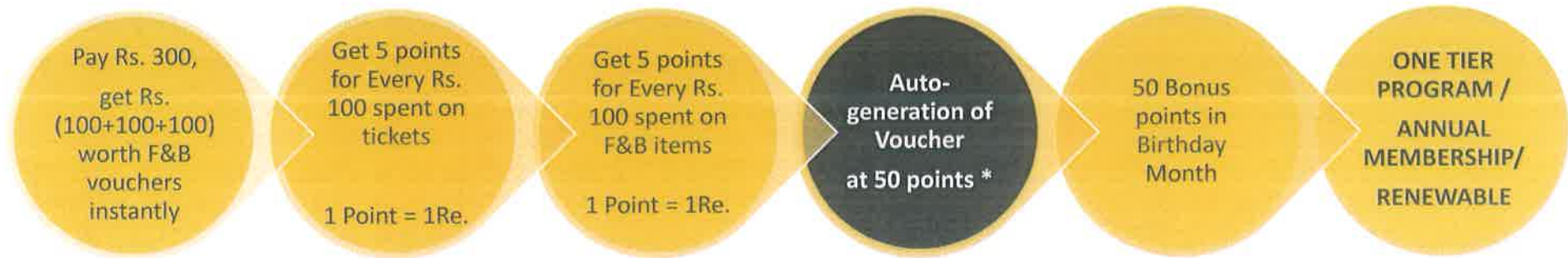


UTILIZING VARIOUS CHANNELS

	Box Office	F&B	Kiosk	PVR Web	PVR App	Partner Web	Partner App
ENROLLMENT	✓	✗	✗	✓	✓	Coming Soon *	
ACCRUAL	✓	✓	✓	✓	✓		
REDEMPTION	✓	✓	✗	✓	✓		

(*) Expected to launch in the next 30 Days

CONTOURS



* These vouchers are valid for 90 days
Can be used on F&B and also on Ticket purchases

OTHER KEY FEATURES

Transactions through app/ SMS codes

Members can view and track their activity through the phone app/ web portal

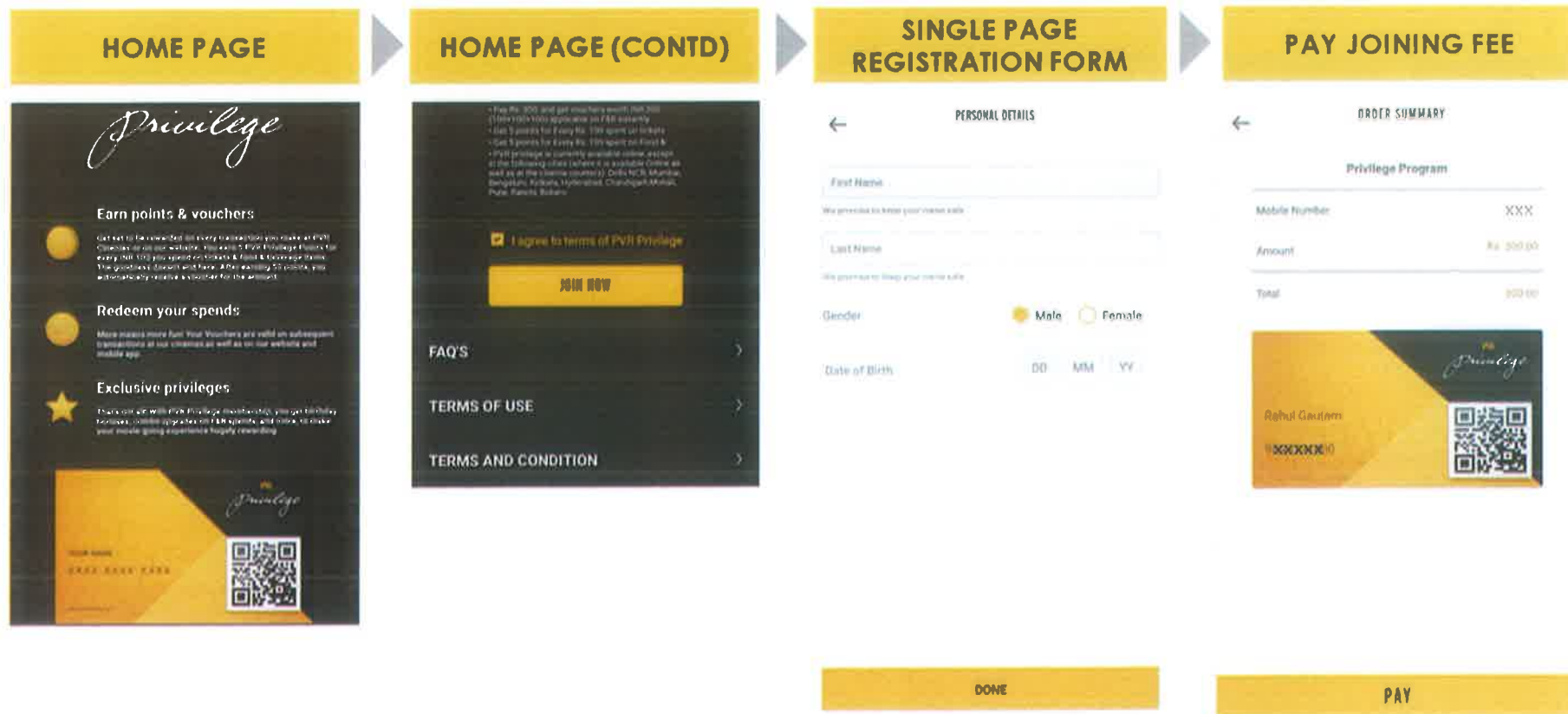
One phone number one account – whether transacting online or offline

Vouchers generated automatically once reward points reach threshold

No ceiling of points in earning or redemption

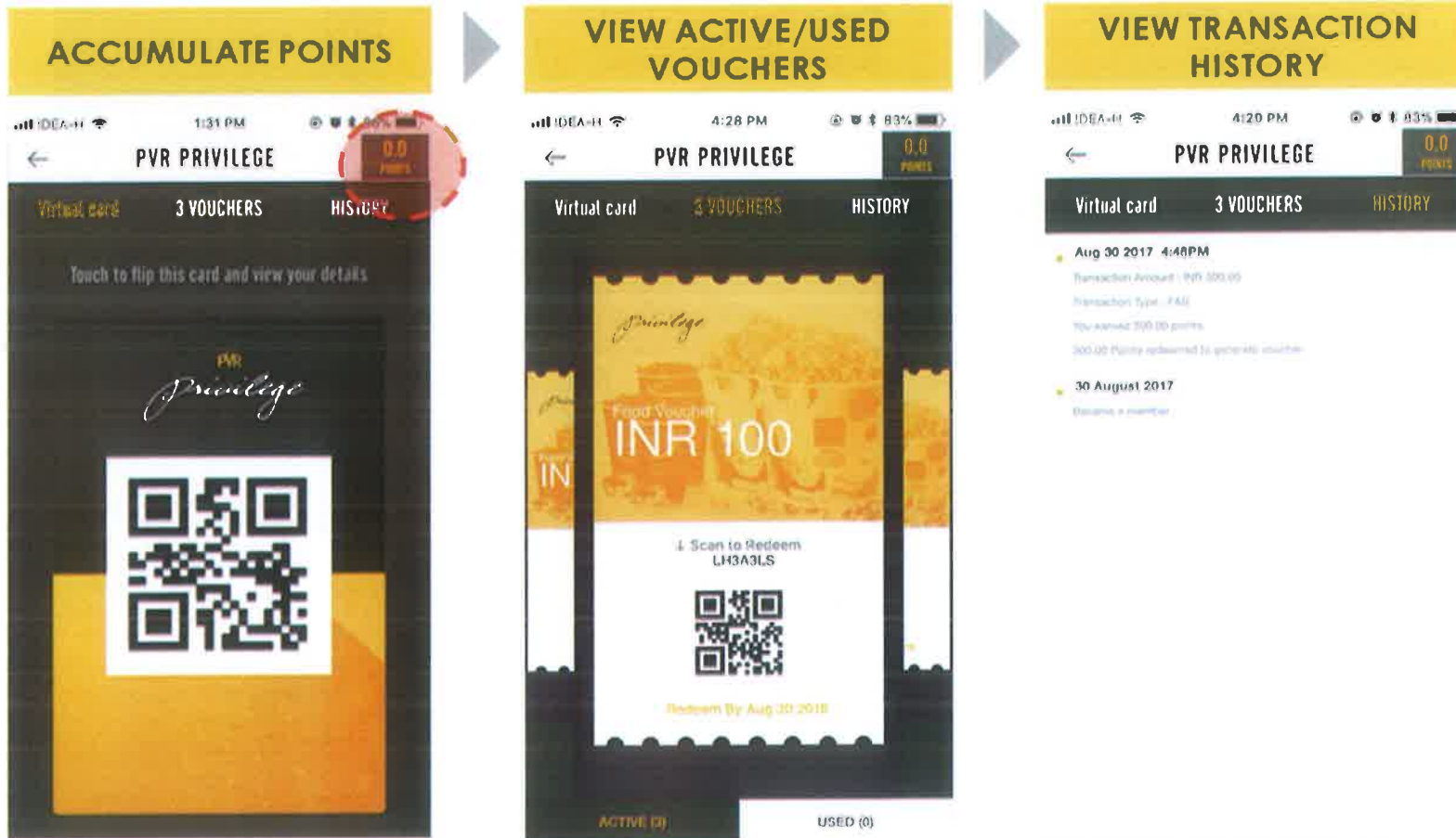


3 STEP SEAMLESS REGISTRATION PROCESS



Become a member within **60 Secs** at the Box Office and within **90 sec** On-Line

TRANSPARENT EARNING & REDEMPTION



THANK YOU