

December 13, 2017

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
BandraKurla Complex,
Bandra (East), Mumbai - 400 051
Fax: 022-26598237/38

BSE Limited

Corporate Relationship Department
1st Floor, New Trading Ring,
PJ Towers, Dalal Street,
Fort, Mumbai - 400 00
Fax: 022-22723121/1278

Company Code: PVR / 532689

Sub: Compliance under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir,

We are pleased to inform you that PVR has signed a strategic deal today with CJ 4DPLEX.

Copy of press release is enclosed for your ready reference.

This is for your information and to all concerned.

Thanking You.

For **PVR Limited**



Pankaj Dhawan
Company Secretary

Encl: A/a



PVR Cinemas signs a strategic deal with CJ4DPLEX to launch another 16 4DX screens in India

Retains its position as the largest Indian multiplex with 21 4DX theatres

Hong Kong – December 13, 2017 – PVR Cinemas, India's largest cinema exhibition company signed a strategic deal today with **CJ 4DPLEX**, an innovative cinema technology featuring moving seats and environmental effects. With this announcement, PVR retains its position in Indian market with 21 4DX theatres and becomes the major provider of 4DX experience in the country. The announcement was made at the CineAsia trade show being held at the Hong Kong Convention & Exhibition Centre from December 11-14, 2017.

The deal marks an extended association between the two leading players as PVR cinemas previously have three 4DX screens operational in the country at Noida, Mumbai and Bengaluru and furthermore, plans to add two more screens soon at new prominent sites.

PVR and CJ4DPlex initially announced their partnership at CinemaCon in 2015. From the success of current locations; both partners plan their new roll-out for 4DX at PVR Cinemas' highest grossing theaters in Delhi, Gurgaon, Bengaluru, Mumbai, Chandigarh, Pune and others.

With this extended partnership, PVR will add 16 more 4DX screens at its cinemas, taking the total to an impressive 21 4DX auditoriums in India by the end of 2019.

Addressing the gathering, **Mr. Gautam Dutta, CEO, PVR Ltd**, said "Our relationship with 4DX is not just one between a buyer and a vendor, but goes way beyond that to being strategic partners. We believe that the best movie viewing formats such as 4DX should reach the maximum number of people around the world. We believe that this partnership is definitely not a short term one but we see both the companies coming together for various other strategic projects as well in the near future. With more global technologies on the rise, the expectations of audiences are increasing as they look for a more enhanced, immersive and experiential cinema and PVR, being the innovator in the cinema exhibition space in India, aims to fulfill this expectation constantly by aligning itself with the world leaders in motion picture technology."

In the meet, **Byung Hwan Choi, CEO of CJ 4DPLEX** said, "Following the last year's announcement, we are extremely pleased to announce our further expansion with PVR Cinemas at this CineAsia. It is a definitely meaningful event for us that the largest cinema exhibitor in India recognized 4DX as the pioneer of the innovative cinema technologies and decided to expand our network for two years in a row."

PVR cinemas, India's largest cinema exhibition company, currently operate a cinema circuit of **600 screens at 131 properties in 51** cities across India serving 75 million patrons annually.





About PVR Ltd.

PVR Ltd. is the largest and the most premium film exhibition company in India. Since its inception in 1997, the brand has redefined the cinema industry and the way people watch movies in the country. The company acquired Cinemax in 2012 and had taken over DT Cinemas in the year 2016 serving 75 million patrons annually. Currently PVR operates a cinema circuit of 600 screens at 131 properties in 51 cities (18 states and 1 Union Territory).

PVR offers a grand collection of cinema formats. From its Mainstream to Gold Class Cinemas, Director's Cut to the latest sub brands - PVR ICON and PVR Superplex, the company has made exceptional technology like the IMAX®, 4DX and ECX (Enhanced Cinema Experience) accessible to its audience. PVR's recent addition has been P[XL] – India's first premium extra-large home grown big screen format for a truly enigmatic movie watching experience.

PVR Ltd, the integrated 'film and retail brand' has PVR Cinemas as its major subsidiary. Its other two subsidiaries are PVR Leisure and PVR Pictures. PVR Pictures has been a prolific distributor of non-studio/ independent international films in India since 2002. With over 350+ Hollywood, 175+ Hindi, 75+ regional films across genres being released under this banner over more than a decade, PVR Pictures has the highest box office shares of independent foreign language films in the country. The arm has been instrumental in recognizing the gap with respect to the demand and supply of discerning cinema and has consistently released around 30-40 films per year.

About CJ 4DPLEX

CJ 4DPLEX is the world's first 4D cinema company, headquartered in Seoul with international offices in Los Angeles and Beijing. The company created 4DX, the first and leading 4D cinema technology for feature films, providing moviegoers with an immersive cinematic experience that utilizes all five senses, allowing the audience to connect with movies through motion, vibration, water, wind, snow, lightning, scents, and other special effects that enhance the visuals on-screen. CJ 4DPLEX brings 4DX auditoriums to exhibition partners along with 4DX codes for both major Hollywood blockbusters and local titles. Each auditorium incorporates motion-based seating synchronized with more than 20 different effects and optimized by a team of skilled editors, maximizing the feeling of immersion within the movie, beyond the limits of audio and video. Since 2009, more than 460 Hollywood and local titles have been screened in 4DX. As of December 2017, more than 52,000 4DX seats operate in 432 auditoriums spanning 51 countries. CJ 4DPLEX was named a Most Innovative Company of 2017 in Live Events by Fast Company. For more information, please visit www.cj4dplex.com

For media queries please contact:

Silky Chopra

silky@avian-media.com

Mobile no – 9650 303 863

