

31st March, 2017

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Sub: Opening of Multiplex at "Nucleus Mall, Ranchi, Jharkhand"

Dear Sir,

We are pleased to inform you the opening of a 4 screen multiplex at Nucleus Mall, in Ranchi, Jharkhand. This multiplex reverberates of Dolby ATMOS surround sound with 4K projection systems and Next Generations 3D enabled screens with ultra-high brightness.

With this launch, PVR now operates the largest multiplex network with **574 screens at 125 properties in 50 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 marks its debut in the smart city of Jharkhand- Ranchi

~ Launches city's biggest 4- screen multiplex equipped with Dolby ATMOS surround sound and 4K projection technology~

Ranchi, 31st March, 2017: PVR Ltd., the largest cinema exhibition company in India, launched its first PVR multiplex in the capital city of Jharkhand- Ranchi. The newly launched **4 - screen property** is the largest and the most premium multiplex of the city, situated in the heart of Ranchi that brings in the right synergy for the movie lovers. Being elected to be developed as a smart city under Government of India's 'Smart City Project'; Ranchi has witnessed tremendous development in the recent times. This surge of expansion has also opened opportunities resulting in a diverse population with evolved entertainment consumption patterns.

Optimizing the growing need for a premium entertainment hub in the city, the brand new property offers the best in class movie experience to the film connoisseurs. With this launch, PVR cinemas present its **2nd property** in the state of Jharkhand; strengthening its presence in the Tier II market. At present, the multiplex has its pan India presence in **50 cities with 125 properties and 574 screens**.

Speaking on the occasion, **Mr. Gautam Dutta, CEO, PVR Cinemas** said, *"We constantly aim to offer the most qualitative movie watching experience to our customers. East has been an important market for us and the demand for an evolved cinema experience have increased tremendously. This has led to expand our presence from the Steel city - Bokaro to the smart city- Ranchi, making their first experience with PVR a memorable one. We hope that our brand becomes synonymous to excellence and quality here as well."*

The multiplex is spread across an area of 20,059 sq. ft., catering to a seating audience of 894. Two of the auditoriums are equipped with recliner seats adding an extra comfort for discerning audience and are equipped with the most revolutionary surround sound system, Dolby ATMOS that has been introduced for the first time in the city along with the 4K projection system providing an unmatched movie experience.

Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd. said, *"Ranchi being the capital city of Jharkhand has a wider audience with huge interest in watching world-class cinema at the state of the art facilities. The newly launched PVR property at the city's biggest mall- the Nucleus, would definitely be the next go to place for the movie connoisseurs. I am positive that we will be able to fulfill the expectations of our audience here. On behalf of PVR Ltd., I would also like to extend my regards to the mall management of Adarsh Heights Pvt. Ltd. for giving us the best location."*

Matching up to PVR's premium locations, the multiplex has comfortable seats, next generation 3D enabled screens with ultra-high brightness, best sound and projection technology along with an enhanced concession menu that is available with 'on seat' ordering facility. Quick tix kiosks at the entrance of the cinema bring an added convenience to the customers.





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 **574 screens at 125 properties in 50 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

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