

6th March, 2017

National Stock Exchange of India Limited

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Company Code: PVR / 532689

Sub: Opening of Multiplex at "Parsvnath Mall, Moradabad, Uttar Pradesh"

Dear Sir,

We are pleased to inform you the opening of a 3 screen multiplex at Parsvnath Mall, in Moradabad, Uttar Pradesh. This multiplex reverberates of the 7.1 Digital sound with 2K projection systems and Next Generations 3D enabled screens with ultra-high brightness.

With this launch, PVR now operates the largest multiplex network with **572 screens at 124 properties in 49 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 debut with an amazing movie watching experience in the brass city, Moradabad

Launches an impressive 3-screen multiplex at Parsvnath Mall, Moradabad

Moradabad, 6th March 2017: PVR Cinemas, the largest cinema exhibition company in India, makes its debut in Moradabad, the brass capital of India with 3-screen multiplex at Parsvnath Mall. The newly launched property will offer superior technology to redefine the entire cinematic experience for the patrons. With this launch, PVR now has **11 properties and 55 screens** in the state Uttar Pradesh (U.P.).

Speaking at the juncture, **Mr Gautam Dutta, CEO, PVR Cinemas** said, *“The brand new PVR Cinema in the heart of the brass capital creates a complete immersive experience for movie enthusiasts. With its booming industrialization and urbanization, Moradabad is a promising market for business expansion when it comes to Tier 2 cities. We are delighted to extend our presence in the state with our first PVR multiplex in Moradabad, offering the best cinematic experience to patrons and making PVR Cinemas their preferred entertainment destination.”*

Owing to city’s conventional and pastoral demographics, the brand new multiplex is designed in the most intrinsic manner with attention to fine details. The interiors are contemporary, bright and possess a welcoming vibe. The featured ceilings make the space luxurious and give it an enhanced sense of volume. The well-lit box office, concessions and wash rooms have an earthy pallet of soothing colors.

At the opening, Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd. said, “With this launch we are aiming to change the way cinema is perceived in the city. The property at Parsavnath mall is an exemplary first of its kind property with state of the art infrastructure, with varied range of culinary options all under one roof. Our patrons at Moradabad will now have the exposure to world class cinema with cutting edge technology. On behalf of PVR cinemas, I would also like to thank the management of Parsvnath Mall for providing a strategic location to cater to the city’s audience.”

The new property is situated across an area of 17,000 sq ft with a total seating capacity of 631. Another, most astounding feature of the newly built cinema is its recliner seats in Audi 1 providing an extra level of comfortable seating to the patrons. The multiplex boasts of the 7.1 Digital surround sound system along with 2K projection system and the Next Generation 3D enabled screens with ultra-high brightness.

Joining at the launch, Mr. Pradeep Jain, Founder Chairman, Parsvnath Developers Limited also said: “Parsvnath Mall at Kanth Road Moradabad has received the completion certificate and we are happy to associate with PVR Cinemas as our Multiplex partner in this mall which is spread over 1.17 acres with a built up area of 128573 sq. ft. With a growing appetite of mall goers in tier II and tier III cities, we are confident that PVR with such a legacy of bringing in innovations & enhanced experience of consumer engagement in movie watching will surely make Parsvnath Mall a preferred destination for an overall entertainment for the people of Moradabad.”

With this launch, PVR cinemas reach a total count of **572 screens at 124 properties in 49 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 **572 screens at 124 properties in 49 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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Overview of Parsvnath Developers Limited:-

Parsvnath Developers Limited (PDL), one of India's leading real estate and infrastructure development companies, having Pan India presence spread across 42 cities and 15 states. The Company's diversified business portfolio comprises of Residential, Commercial (Office and Retail), DMRC projects, Hotels, SEZs, IT Parks and Third Party Construction.

More information about the company is available on www.parsvnath.com

