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Company Code: PVR / 532689

Sub: Opening of Multiplex at "City One Mall, Pimpri Chinchwad, Pune"

Dear Sir,

We are pleased to inform you the opening of a 5 screen multiplex at City One Mall, Pimpri Chinchwad in Pune Maharashtra. This multiplex reverberates with world class technology that includes **7.1 Dolby Digital surround sound along with 4K projection systems and Next Generation 3D silver & matt screens.**

With this launch, PVR now operates the largest multiplex network with **579 screens at 126 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
Pankaj Dhawan
Sr. VP-Secretarial





Pune, the cultural capital of Maharashtra gets its 4th PVR multiplex at City One Mall, Pimpri Chinchwad

~PVR celebrates the inauguration of a brand new 5-screen cinema in Pune~

Pune, March 2017: PVR Ltd., the largest cinema exhibition company in India, inaugurated its 4th multiplex in the heritage city, Pune, at City One Mall, Pimpri Chinchwad. With this launch, PVR cinemas will now have **4 properties and a total of 25 screens** in the city. The newly launched 5-screens cinema offers a spectacular movie watching experience with its luxury interiors, state of the art sound and superior technology. Strengthening its commitment in the western states, PVR reaches a screen count of **152 screens and 36 properties** in Maharashtra. New launch in Pune, also takes PVR's total count to **579 screens at 126 properties in 50 cities**

Strategically located on the main highway, the cinema is spread across an area of **22,694 sq ft** with a total capacity to accommodate **911 seats**. There are recliner seats for the discerning audience who prefer an extra comfort and a lavish experience while watching movies. The availability of Quick Tix machines is an added convenience to movie-goers that allow the transaction of tickets without getting into long queues.

Speaking at the launch, **Mr. Gautam Dutta, CEO, PVR Cinemas** said, *"We are elated to be back at Pune with our 4th multiplex in the city. It is a result of tremendous trust and response shown by movie enthusiasts that we are expanding our presence in on one of the most beautiful cities of the country. West has always been an important market for expansion because of its increasing industrialization and demand for evolved cinema experience by the patrons. Apart from brand expansion, we always look at bringing Indian Film Industry closer to the global market by matching up to their pace of screen ratio. This launch not only brings PVR closer to achieving 1,000 screens milestone but also makes India a highly versatile market in terms of screen addition."*

The brand new multiplex promises to deliver an unmatched movie watching experience with its world class technology that includes **7.1 Dolby Digital surround sound along with 4K projection systems and Next Generation 3D silver & matt screens**.

Marking this occasion, **Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd.** further added, *"This launch marks our widening presence in Pune market. With each launch, we dedicate ourselves to provide the most superior technology and overall services matching up to the international standards of convenience and comfort. The newly opened multiplex at City One mall would definitely be a great movie destination for the patrons in Pimpri. It reiterates our endeavor of providing the best of cinema, state of the art infrastructure, and a wide variety of culinary options, which matches well with our core brand values. We thank the management*





of City One Mall and Rama Group for giving us such an outstanding location in the midst of the city."

At the inauguration, **Mr. Moti Panjabi, Chairman Rama Group & Partner - City One Mall, Pimpri, Pune** also shared: "CITY ONE MALL Welcomes 'PVR CINEMAS' to Pimpri-Chinchwad, PUNE. Pimpri Chinchwad - also referred as PCMC, has grown exponentially in the last decade, but was much starved for a premium shopping and entertainment Destination. City One Mall, is located amidst the central and most Prime location of PCMC and as its name stands as Number One Mall of PCMC attracting huge footfalls. City One Mall is our latest offering to PCMC attempting to upgrade their lifestyle with Global Shopping Brands, Gaming Zone, Food Court & Fine Dine Restaurants. PVR Cinemas with its 5 Screen multiplex will add another feather in the cap of City One Mall, complimenting other retailers and giving the PCMCKARS a holistic family entertainment experience".

The interiors of the cinema are brightened with color stones and wooden wall paneling. Adding further to the overall ambience, the multiplex also include a wide array of food and beverages with an extensive range of gourmet snacking options.

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 **579 screens at 126 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

For media queries, please contact:

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