

30<sup>th</sup> June, 2017

**National Stock Exchange of India Limited**

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

**BSE Limited**

Corporate Relationship Department  
1<sup>st</sup> Floor, New Trading Ring,  
PJ Towers, Dalal Street,  
Fort, Mumbai - 400 001  
Fax: 022-22723121/1278

**Company Code: PVR / 532689**

**Sub: Opening of Multiplex at "Cine Mall in Kota, Rajasthan"**

Dear Sir,

We are pleased to inform you the opening of a 3 screen multiplex at Cine Mall at Kota in Rajasthan. This multiplex is equipped with 2K projection, 7.1 Digital Dolby surround sound system and Dolby ATMOS along with next generation 3-D enabled screens.

With this launch, PVR now operates the largest multiplex network with **587 screens at 128 properties in 51 cities**

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

For **PVR Limited**

  
**Pankaj Dhawan**  
Company Secretary





## PVR Cinemas makes its debut in Kota

~Strengthens its presence in the state of Rajasthan~

~The first cinema in the city with recliners and next generation 3D at Cinemall, Kota~

**Kota, 30<sup>th</sup> June 2017:** PVR Cinemas, India's largest cinema exhibition chain announces the launch of its first 3 screen multiplex at Cine Mall, Kota. The newly launched PVR property will redefine the cinema experience in the city with its luxurious and comfortable interiors along with state of the art sound and projection technology. With this launch, PVR's screen count in Rajasthan stands at 7 screens in 2 properties, augmenting its presence in the Northern Region of the country to 197 screens in 46 properties.

Spread across an area of 30,000 sq ft with a seating capacity of 828 seats, the brand new multiplex will be city's first cinema with recliners and next generation 3D technology. It also offers an exceptional digital movie experience with 7.1 Dolby Digital surround sound and 2K projection systems providing the best cinema watching experience to the customers.

Speaking on the occasion, **Mr. Gautam Dutta, CEO, PVR Cinemas** said, *"We are extremely pleased to launch our first property in Kota. Kota is the third largest city of Rajasthan after Jaipur and Jodhpur and is famous for Kota stones and Kota Sarees. It is a major coaching hub in the country for the competitive examination preparation with large number of engineering and medical institutes and along with its interesting demographics brings our debut in the market. The brand new cinema in the city will deliver best in class services just like our properties in Delhi or Mumbai. We hope to receive an overwhelming response from the people of Kota and strive to provide them world class cinema watching experience.*

*I would also like to thank the management of E-city Bioscope Pvt. Ltd. for providing us the prime location in the city to reach out to a wider audience. We look forward to many such associations with them in the future."*

Besides its unique interiors and a wide range of F&B; the cinema is also equipped with Quick Tix facility, an instant ticketing solution that gives an added convenience to the customers. Furthermore, patrons can also avail the facility of redeeming PVR gift cards and privilege cards at the cinema.

At the launch of the cinema, **Mr. Abhishek Bansal, Managing Director, E – City Bioscope Entertainment Pvt Ltd.** said, *"Our association with PVR Cinemas has been wonderful since inception and our team seamlessly interacted with different departments of PVR at various stages of this project in the most pleasant, efficient and professional manner.*

*We welcome India's largest and the most premium film and retail Entertainment Company, PVR Cinemas and their team in Cinemall Kota. Now, movie watching is going to be an altogether different experience for the audiences at PVR Cinemall. With a brand like PVR Cinemas in its kitty, Cinemall will surely invite visitors across all segments of society and will be a catalyst to the business of other tenants of the mall.*

*We wish the promoters, stake holders and employees of PVR Cinemas all the best."*





With this opening, PVR continues its growth momentum in FY 2017-18 with 587 screens at 128 properties in 51 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 **587 screens at 128 properties in 51 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](mailto:feedback@pvrcinemas.com)

*For media queries, please contact:*

**PVR:**

Ritika Sharma | Avian Media | M: +91 9821435254 | E: [ritikasharma@avian-media.com](mailto:ritikasharma@avian-media.com)

