

11th August, 2017

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**Sub: Opening of Multiplex "PVR ICON" at The Pavillion Mall and "PVR Cinemas" at
Kumar Pacific Mall in Pune**

Dear Sir,

We are pleased to inform you the opening of 6 screens multiplex "PVR ICON" at The Pavillion Mall and 4 screens multiplex "PVR Cinemas" at Kumar Pacific Mall in Pune. These multiplex are equipped with 4K projection, 7.1 Digital Dolby surround sound system and Dolby ATMOS along with next generation 3-D enabled screens.

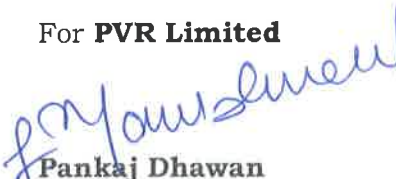

With this launch, PVR now operates the largest multiplex network with **597 screens at 130 properties in 51 cities.**

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

For **PVR Limited**



Pankaj Dhawan
Company Secretary



Moviegoers delight: PVR opens its 2 properties with 10 screens on a single day in Pune

~ Introduces an opulent 6-screen "PVR ICON" and a new 4-screen mainstream multiplex; reaches a count of 35 screens in Pune~

Pune, 11th August 2017: The largest Indian cinema-exhibition company PVR Ltd. has reaffirmed its presence in style, launching 10 screens on a single day in Pune. The combined launch includes the iconic sub-brand '**PVR ICON**' at **The Pavillion, Senapati Bapat Road, Shivajinagar** and **PVR Cinemas at the Kumar Pacific Mall, Shankarshet Road, Near Swargate** and it is the **first-of-its-kind** attempt by any cinema exhibition chain in terms of scale. These launches see PVR reach a screen count of **160 screens across 38 properties** in Maharashtra with **6 properties** and **35 screens** in Pune.

The launches were attended by actors Siddharth Malhotra and Arjun Rampal. Actor **Siddharth Malhotra** did a ribbon cutting ceremony for **PVR ICON** and actor **Arjun Rampal** inaugurated **PVR Cinemas at Kumar Pacific Mall**.


PVR ICON is the most opulent format in India equipped with 4K projection system and next-generation 3D enabled screens with ultra HD picture quality and Dolby ATMOS surround-sound system in its auditoriums. It also delivers rich cinema experience through its signature ambience, which includes magnificent lobby spaces, chandeliers, classic wall art, new leather recliners and extra leg room.

On the occasion, **Mr Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd**, said, *"Our commitment towards the Pune market can be seen through our continuous endeavour to bring new and unique formats to the city. With the increasing demand of premium cinema experience in Western India, we are sincerely working towards expanding our foothold in the markets and provide the best of movie watching experience with a touch of luxury to the people here."*

Combined, the newly launched cinemas have a total capacity of *2,307 seats* and are spread across *78,416 sqft*. While the *1,366-seat 6-screens* "PVR ICON" is located at The Pavillion and Kumar Pacific Mall is the site for the smaller *941-seat 4-screen* PVR multiplex. Both the properties launch with a wide variety of gourmet indulgences and Quick Tix, PVR's digital ticketing solution to promote cashless transactions and reduce ticket-wait times.

Commenting at the launch, **Mr. Atul Chordia, Chairman, Panchshil Realty** said, *"In line with the Panchshil philosophy towards quality, The Pavillion Mall is our endeavor to provide an international shopping, culinary and entertainment experience to Puneites. With PVR ICON at the Pavillion, we believe in taking a step forward in creating a premium cinema viewing*

n.panchshil





experience, which will be unique to the city of Pune. PVR ICON contributes hugely in making that experiences complete.”

Mr. Manish Jain, Managing Director, Kumar Properties said, *“Kumar Pacific is located in the heart of old Pune. The old city is devoid of modern cinema experience. A cinema in this catchment will see large customer volume. We had an excellent working experience with the PVR team and we wish them a lot of success for future.”*

With these launches, PVR’s total screen count has reached to **597 screens at 130 properties in 51 cities across India.**

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 **597 screens at 130 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

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