

22nd September, 2017

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Sub: Opening of Multiplex "PVR ECX" at The Chanakya Mall in Chanakyapuri in New Delhi

Dear Sir,

We are pleased to inform you the opening of 3 screens multiplex "PVR ECX" at The Chanakya Mall in Chanakyapuri in New Delhi. This multiplex is equipped with 4K projection system, next-generation 3D-enabled screens with ultra HD picture quality and Dolby ATMOS surround-sound system in all auditoriums.

With this launch, PVR now operates the largest multiplex network with **600 screens at 131 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





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PVR Cinemas lifts the curtain on Chanakya; reaches a mark of 600 screens

~Revamps Delhi's iconic cinema as PVR's first ECX multiplex in the city~

New Delhi, 22nd September, 2017: PVR Ltd., India's largest cinema exhibition chain, has revamped the iconic Chanakya cinema in South Delhi as the 'PVR ECX' multiplex. The three-screen, 'PVR ECX' will be the city's first Enhanced Cinema Experience, where the contemporary design blends with the best in cinema technology. With this launch, PVR reaches a mark of 600 screens, with a total of 131 properties in 51 cities across the country.

Strategically located in Delhi's posh Chanakyapuri area, the multiplex spreads across an area of 21,673 sq. ft., with a seating capacity of 1001 seats. PVR ECX will be a part of the sparkling new two-storied 'The Chanakya' mall, DLF's Luxury Retail housed at the Yashwant Place Community Centre – a nostalgic landmark for many residents of the city. The mall will have boutiques for some of the world's most feted brands including Mont Blanc, Tom Ford Women, Kate Spade, Juicy Couture and many more. India's first stand-alone Hermes store will also be located here.

Speaking on the opening, Mr Ajay Bijli, Chairman and Managing Director, PVR Ltd. said, "Chanakya was an iconic cinema and one that is associated with cherished memories for generations of Delhi citizens. Now in its new avatar we feel extremely proud and privileged to revive this great property as the PVR ECX -Delhi's first ECX multiplex." **He further added,** "With this launch, we have also reached a milestone of 600-screens bringing us closer to the 1,000 screen mark. I hope our patrons enjoy coming to this legendary cinema cast in its dramatic new role, and enjoy movies like they always do."

Mr. Sriram Khattar, Managing Director, DLF Rental Business adds "Chanakya has always been synonymous with great cinematic experience and we are very excited to bring back that magic to all movie lovers-old and new. The launch of PVR ECX will showcase the best of multiplex technology within the contemporary luxurious environs of the newest retail destination in the city-The Chanakya and it will go a long way in reaffirming an address that has always been iconic."

In its new incarnation, PVR ECX Chanakya unveils the most opulent cinema format in India with its 4K projection system, next-generation 3D-enabled screens with ultra HD picture quality and Dolby ATMOS surround-sound system in all auditoriums. The new cinema also offers Quick Tix, PVR's digital ticketing solution to promote cashless transactions and reduce ticket-wait times. The cinema also offers an automated F&B kiosk Quick Bites, for the first time ever, wherein patrons' can either pick up their order from the counter or get it serve on their seat.





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Being a PVR ECX property, there is special emphasis on ambience manifested by a deep focus on design, colours and lighting in each cinema. Designed by the Madrid-based STUDIO GRONDA, the revamped PVR ECX has magnificent lobby spaces, custom-made chandeliers, prime marbles, dynamic auditorium lights, and unparalleled technological integrations.

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 **600 screens at 131 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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About The Chanakya

The Chanakya is an extension of DLF's luxury retail legacy focused on curating a niche experience through the lens of DLF Luxury Collection. Housed at the Yashwant Place Community Centre in Lutyens'

Delhi – a nostalgic landmark for many residents of the city, it offers a gamut of International luxury brands & leading Indian brands coming together in a world-class, experiential retail format. Sprawled over 250,000 sq. ft, The Chanakya also presents an array of gourmet options and a state-of-the-art cinema by PVR, making it a coveted destination at Lutyens Delhi.

