

01<sup>st</sup> January, 2018

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**Company Code: PVR / 532689**

**Sub: Opening of Multiplex at "VVIP Style Mall, Ghaziabad"**

Dear Sir,

We are pleased to inform you the opening of 3 screens multiplex at VVIP Style Mall in Ghaziabad on 31<sup>st</sup> December, 2017. This multiplex is equipped with 4K projection system, next-generation 3D-enabled screens and 7.1 Digital Dolby surround sound in all auditoriums.

With this launch, PVR now operates the largest multiplex network with **603 screens at 132 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





## Ghaziabad welcomes PVR'S Luxury of Cinematic Experience at VVIP Style Mall

*~Launches a 3 screen compact yet luxurious cinema experience in NCR~*

**Ghaziabad, 31st December, 2017:** PVR Cinemas, nation's largest motion picture exhibitor, opened a new 3-screen, premium theatre featuring the PVR's NextGen cinema design concept at the *VVIP Style Mall* in Raj Extension, Ghaziabad. Long recognized as a pioneer in the Indian cinema exhibition industry; PVR takes pride in offering the best entertainment viewing experience and **PVR VVIP** is no exception. The opening of PVR VVIP takes the total tally to **111 screens across 28** properties in the National Capital Region.

*"The end goal is the experience" said Mr. Gautam Dutta, CEO, PVR Ltd 'With nationwide representation, we feel one of the best ways to be productive in suburbs is by providing a taster to the natives. PVR VVIP extends a glimpse into the world of opulent cinema viewing experiences to the residents of Ghaziabad" he added.*

*At the occasion, Mr. Sanjeev Bijli, JMD, PVR Ltd said "The 3 screen cinema located in a new mall surrounded by posh residential area and high rise construction all around. It is very strategically located on NH-8; showcases great potential and is likely to be completely inhabited in the next 5 years or so. We also thank our mall partners, VVIP group for providing us the best location for our cinema destinations*

This new addition to PVR cinemas can seat 549 audiences in its 3 plush auditoriums. The cinema is inspired from an art deco style in design, which features custom chandeliers and a symmetrical red color theme running across. PVR VVIP boasts off premium in-cinema technology including Harkness screens, Dolby 7.1 surround sound, 4K digital projection system and Next Generation 3D enabled screens in its auditoriums offering a world- class movie watching experience. Further, it also offers the comfort of recliners in one of its auditoriums.

In order to make movie-going as easy and enjoyable as possible, PVR focuses on offering more choices to their customers. The new PVR VVIP offers the latest technology, cutting edge amenities and customer-preferred choices. In addition to the urbane interiors and an expanded F&B menu; the cinemas are also equipped with the **NextGen Quick Tix facility** for instant ticketing solution. Furthermore, patrons can also avail the facility of redeeming **PVR Gift Cards** and **PVR Privilege** at the cinema.

With the launch of this latest multiplex in Ghaziabad, PVR reaches a screen count of **603 screens a 132 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 the country. PVR currently operates a cinema circuit comprising of **603 screens at 132 properties in 51 cities (18 states and 1 Union Territory)**, serving approx. **75 million** patrons annually.





For further information, please visit us at <http://www.pvrcinemas.com/corporate/about-us.aspx>

Share your feedback at [feedback@pvrcinemas.com](mailto:feedback@pvrcinemas.com)

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