

06<sup>th</sup> January, 2018

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**Company Code: PVR / 532689**

**Sub: Opening of Multiplex at "Vega City, Bannerghatta Main Road"**

Dear Sir,

We are pleased to inform you the opening of 12 screens multiplex at Vega City, Bannerghatta Main Road in Bengaluru on 05<sup>th</sup> January, 2018. This multiplex is equipped with 4K projection system, next-generation 3D-enabled screens and 7.1 Digital Dolby surround sound in all auditoriums.

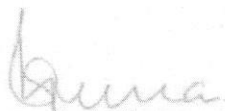
With this launch, PVR now operates the largest multiplex network with **612 screens at 132 properties in 51 cities.**

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

For **PVR Limited**



**Pankaj Dhawan**  
Company Secretary





**PVR Cinemas announce the launch of South India's first 'PVR SUPERPLEX' at Vega City, Bannerghatta Main Road**

*Introduces the biggest multi-format theatre in the city and the second 'SUPERPLEX' in the country*

**Bengaluru, 05<sup>th</sup> January 2018:** PVR Cinemas, owner and operator of the largest and most geographically diverse theater circuit in India; today, introduced Bengaluru to a premium movie theater experience. The inauguration of its flagship property; a 12 screen multiplex at Vega City, Bannerghatta Main Road, is the second '**SUPERPLEX**' by PVR in the country after Noida.

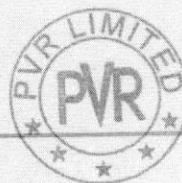
Exalting the brand to a superlative level, **PVR SUPERPLEX** is a sub-brand that extends a contemporary approach towards an integrated design thread, which seamlessly weaves the entire range of cherry picked cinema formats from across the world under one roof.

Spread across an area of 70,574 sq. ft., the multiplex caters to **1670** audiences in its 12 screens. From the latest technology offerings like **Next Generation 3D** screens, **Dolby ATMOS** surround sound, **4K projection** systems, three **GOLD CLASS** screens with enhanced luxury experience; an **IMAX**, and one **4DX** audi to Bengaluru's first **PLAYHOUSE** theatre, PVR's unique kids' cinema concept; **PVR VEGA** brings an extravagant cinematic experience to everybody.

Speaking at the launch, **Mr. Ajay Bijli, Chairman and Managing Director, PVR Ltd**, said, "*Offering the best cinematic experience is a proud moment for us yet again as we launch country's second **SUPERPLEX** in the city of Bengaluru. We have received tremendous response from our first 15-screen **SUPERPLEX** property in Noida, which motivated us to expand in Southern India as well. We are excited to provide the most sophisticated movie viewing experience to our patrons here through international formats, most advanced technology and PVR's hospitality all under one roof.*"

Advancing the movie theatre experience from watching the movie to almost living it, PVR provides the ultimate state of the art technology delivering a fully immersive cinematic experience along with customer-preferred amenities. In addition to the sophisticated interiors, plush recliners; the opulence of the property is highlighted by LED band lit cinema entrances. The multiscreen cinema is also equipped with the **NextGen Quick Tix** facility for instant ticketing solution and **Quick Byte** Automated F&B ordering kiosks for an evolved and expanded menu of Gourmet delicacies.

**Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd**, further added "*At PVR, we promise to provide the world's best cinema formats with in-class infrastructure, unmatched technology and luxurious cinematic experience to our patrons. We are confident that the launch of this 12 screen **SUPERPLEX** in Bengaluru, which is the biggest multi format cinema theatre will be received well by our audiences here. We also thank the management of Vega Mall for providing us with a great location; a retail paradise of luxurious brands, all of which complements our brand perfectly.*"





Along with screenings of diverse content throughout the day, the property provides Indian audiences with a cinema destination featuring maximum movies, abundant show options and a longer running duration for films. Furthermore, patrons can also avail the facility of redeeming PVR gift cards and PVR privilege at the cinema.

With the opening of *PVR Superplex*, the company reaches a tally of **612** screens at **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 **612 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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