

October 11, 2018

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**Company Code: PVR / 532689**

**Sub: Opening of Multiplex at Park Square Mall, Whitefield, Bengaluru**

Dear Sir,

We are pleased to inform you the opening of 4 screens multiplex by Company's subsidiary, SPI cinemas at Park Square Mall, Whitefield, Bengaluru. This multiplex is equipped with 4K projection system along with next generation 3D enabled screens.

With this launch, PVR now operates the largest multiplex network with **715 screens at 154 properties in 60 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 cum Compliance Officer**



## **PVR Ltd.'s Subsidiary – SPI Cinemas, Launches “Aura” in Bengaluru**

~A 4 screen multiplex at Park Square Mall, Whitefield~

**Bengaluru, 11 October 2018:** PVR's subsidiary SPI cinemas announce the launch of new cinema at Park Square Mall, Whitefield, Bengaluru. The 4 screen cinema is well-equipped to deliver the most exciting and cinematic experience to movie-goers in the city. Set on two levels, Aura occupies the third and fourth floors, with four avant-garde screens and a seating capacity of 696 in total.

Carefully designed to be the perfect balance of comfort and style, Aura also houses a Gold Class with an exclusive lounge on the upper lobby. Think plush furniture set in perfect lighting with a touch of art deco, topped off with SPI's signature popcorn. The F&B line up by Michelin Star Chef Mickael Besse will include the delicious and refreshing cold coffee, flaky, melt in your mouth puff and sinfully decadent donuts along with a host of other options.

On the technological front, the screens at Aura are replete with Clarus XC silver screens from Harkness and digital projectors from Christie with 4K resolution and 3D technology. India's second SLS ribbon technology installation finds its home here. This combined with Dolby Atmos means that movie goers can watch their favorite films with enhanced and amplified sound, delivering the most premium auditory experience.

Scattered around the rose gold accented lobby are 20 automated self-service kiosks, that offer the much-needed respite from long queues. A few of these kiosks have also been strategically placed next to the concession counters to make it convenient for customers to collect their orders. Customers can book tickets or order food without having to log in. All that is required is an active mobile number. The unique feature of the kiosks is the built-in card machine that enables smoother and seamless transactions. Apart from credit/debit cards customers can choose to pay using the in-house 'Fuel Wallet', PayTM or UPI.

For customers who prefer using their mobile phones, ticket bookings can be made via [www.spicinemas.in](http://www.spicinemas.in) or the SPI Cinemas app. Food orders can also be placed on the go by using the exclusive feature called Pick & Go which lets customers pre-order food from anywhere.

Services like free wifi, portable chargers, pillow & duvet, spectacle cleaning and WhatsApp for instant feedback are offered and tended to by a team of hospitable staff.

“All of our brands have unique identities and we are happy to launch Aura in Bengaluru. This will mark our second cinema here and we look forward to welcoming you,” said Mr. Swaroop Reddy, President, SPI Cinemas.



**About SPI Cinemas**

SPI Cinemas operates 71 screens under the brand names Sathyam, Escape, Palazzo, Le Reve, The Cinema, S2 Cinemas, Kripa and Aura across Tamil Nadu, Kerala, Karnataka, Puducherry, Telangana, Maharashtra and Andhra Pradesh.

**For more information, contact:**

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**About PVR Limited**

PVR is the largest and the 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 715 screens at 154 properties in 60 cities (20 states & UTs), serving 100 million patrons annually. While the total screen tally of the company stands at 715; PVR offers an array of formats with premium screen category, which stands at 4 screens of Director's Cut, 31 screens of Gold Class, 08 of IMAX, 09 of 4DX, 04 of PXL and 04 of Playhouse across the country.

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

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

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