

21st December, 2018

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra (East), Mumbai - 400 051
Fax: 022-26598237/38

BSE Limited

Corporate Relationship Department
1st Floor, New Trading Ring,
PJ Towers, Dalal Street,
Fort, Mumbai - 400 001
Fax: 022-22723121/1278

Company Code: PVR / 532689

Sub: Opening of Multiplex at “Ansal Plaza in Greater Noida, Uttar Pradesh”

Dear Sir,

We are pleased to inform you the opening of 4 screens multiplex at Ansal Plaza in Greater Noida, Uttar Pradesh. This multiplex is equipped with BARCO 2K 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 of **745 screens at 160 properties in 63 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 Cinemas strengthens its presence in the National Capital Region

~ Launches its first multiplex in Greater Noida ~

National, 21st December 2018: PVR Cinemas, the largest and the most premium film exhibition company in India, today announced the launch of its first multiplex in Greater Noida at Ansal Plaza. The 4-screen property is equipped with state-of-the-art technology and sophisticated interiors, which offer enhanced cinematic experience to patrons in the region. With this launch, PVR's total screen count in Delhi-NCR stands at **115 screens in 29 properties** augmenting its presence in **the Northern region to 213 screens in 51 properties.**

Located at Greater Noida Expressway, the brand new multiplex is spread across an area of **24,708 sq.ft** with a seating capacity of **928 seats**. Integrated with world-class technological solutions, it is designed to offer a seamless experience to the audience with the convenience of accessibility. This new multiplex features BARCO 2K projection system that regulates brightness and colors to ensure razor-sharp picture quality along with Dolby 7.1 surround sound and Next-Gen 3D technology; offering a superior cinematic experience to the customers.

Commenting on the launch, Mr. Sanjeev Kumar, Joint Managing Director, PVR Ltd said: "With this new property, we strengthen our presence in Delhi NCR, reiterating our commitment to penetrate further into the suburban markets. Equipped with advanced technological solutions and supported with exceptional hospitality; we aim to offer excellent cinema viewing experience to our patrons in the region. We are confident that with the strategic location this will be the next entertainment hub for the cinephiles."

Speaking on the occasion, Mr. Gautam Dutta, CEO, PVR Cinemas said "We are excited to launch our first property in Greater Noida, and it is indeed a pleasure to expand our presence in the region. We aim to offer enhanced holistic experience at PVR Cinemas through unmatched hospitality services and advanced technological solutions. We are confident that our audience in the area will well receive the new property."

Styled on contemporary lines, the interior of the new property features modern artwork, new-age, bright and welcoming ambiance to the audience. To advance the consumer convenience, new-gen **Quick Tix technology** is introduced for the ease of booking tickets. Coupled with an exquisite palette of gourmet delicacies, the property aims to be holistic out of home entertainment destination for movie lovers.

With this opening, PVR continues its growth momentum in FY 2018-19 with **745 screens at 160 properties in 63 cities.**



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 745 screens at 160 properties in 63 cities (21 states & UTs), serving 100 million patrons annually. While the total screen tally of the company stands at 745; 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, 11 of 4DX, 06 of P[XL], 08 of Playhouse and 01 of PVR Onyx across the country.

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

Share your feedback at feedback@pvrcinemas.com

For media queries, please contact:

Anasua Mitra | Avian We | M: +91 7838236770 | E: anasua@avian-we.com

Lakshita Arora | Avian We | M: +91 8860014204 | E: lakshitaarora@avia-we.com

