

07<sup>th</sup> June, 2018

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**Company Code: PVR / 532689**

**Sub: Opening of Multiplex at Vellore, Tamil Nadu Located at Velocity, Silk Mill,  
Gandhinagar**

Dear Sir,

We are pleased to inform you the opening of 5 screens multiplex at Vellore, Tamil Nadu Located at Velocity, Silk Mill, Gandhinagar .This multiplex is equipped with classic Dolby 7.1 surround sound system and next generation 3D screens.

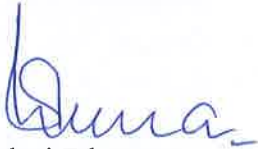
With this launch, PVR now operates the largest multiplex network with **630 screens at 135 properties in 52 cities.**

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**

Encl: A/a



## PVR cinemas bring the world-class cinematic experience to Vellore

~Debuts with city's biggest 5-screen multiplex at Velocity, Vellore ~

**Vellore, 7<sup>th</sup> June 2018** — PVR Ltd., the largest cinema exhibition chain in the country, announced the launch of its 5-screen multiplex in Vellore, Tamil Nadu. Located at Velocity, Silk Mill, Gandhinagar, this newest offering by PVR endeavors to provide the best-in-cinema experience coupled with state-of-the-art technology for a holistic cinematic experience in the city.

Located in a posh locality and catering to a diverse section of the society from universities to residents; the multiplex is spread across an area of 24,043 sq. ft. and has a seating capacity of 906 patrons. With the launch of this cinema, PVR reaches a screen count of **22 screens in 4 properties** across Tamil Nadu; steadily strengthening its presence in Southern India with **160 screens in 24 properties**.

The brand new multiplex is equipped with world-class technology of BARCO 4K projection system, which delivers superb brightness and vibrant colors to ensure a razor-sharp picture quality. Furthermore, the classic Dolby 7.1 surround sound system and next generation 3D screens enhance the whole cinema viewing experience for the patrons. The convenience of quick-tix, an enhanced time-saving technology, allows the patrons to beat the box-office queues.

*"Designated as Vellore's biggest cinema with 5 screens; this new property falls in line with the company's' expansion plans to propagate world-class cinema viewing in tier-II cities. We aim to provide a supreme film watching experience to our discerning patrons with state-of-the-art theatres furnished with best sound and projection technology. On behalf of PVR cinemas, I would like to thank the developers for building Velocity at such a strategic location to cater to the city's audience."* stated **Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd.**

The ambience and design of PVR Vellore adds to its grandeur, the embedded concept of fluidity emphasizing on local culture through art and cinema. The innovative seating arrangement reinvents the entertainment with sheer comfort and recreation for the patrons. Adding further to the offerings, a wide range of gourmet food options exudes comfort and style synonymous to the eminent PVR experience.

*Speaking on the launch, Mr. Gautam Dutta, CEO, PVR Cinemas said, "PVR, with this inauguration has reiterated its plans to expand further in the southern region. Given the mix of right demographics and an appetite of high-quality film viewing experience, we are confident that our efforts will be appreciated. The response and passion for movie watching in this part of the country, makes us want to grow even more."*

With this launch, PVR Cinemas reach to a total count of **630 screens at 135 properties in 52 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 **630 screens at 135 properties in 52 cities (19 states & UTs)**, serving **76 million patrons annually**. While the total screen tally of the company stands at 630; PVR offers an array of formats with premium screen category, which stands at 36 screens of Gold Class, 07 of IMAX, 08 of 4DX, 04 of PXL and 04 of Playhouse across the country.

For further information, please refer to the PVR website:

<http://www.pvrcinemas.com/corporate/about-us.aspx>

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

*For media queries, please contact:*

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