

3rd May, 2016

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**Company Code: PVR / 532689**

**Sub: Opening of Multiplex at "Singapore Mall, Gomtinagar, Lucknow"**

Dear Sir,

We are pleased to inform you the opening of a 3 screen multiplex at Singapore Mall, Gomtinagar in Lucknow. With the best in sound and projection technology, the cinema is equipped with 4K projection system, 7.1 Digital Dolby surround sound along with Dolby ATMOS, 2<sup>nd</sup> gen. 3D enabled screens and comfortable seating along with a wide range of gourmet food, thus giving the customers an enthralling movie watching experience.

With this launch, PVR strengthens its presence in Lucknow and reaches a screen count of **13 screens across 3 screens** in Lucknow.

With this launch, PVR now operates the largest multiplex network with **519 screens at 113 properties in 46 cities pan India.**

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking you,

For **PVR Limited**

  


**Pankaj Dhawan**  
**Sr. VP-Secretarial**



## PVR strengthens its presence in Uttar Pradesh with 45 screens

### ~Launches its third property in Lucknow~

**Lucknow, 3<sup>rd</sup> May, 2016:** Popularly known as 'The city of Nawabs' - Lucknow is now changing and keeping pace with the modern times. The erstwhile city of Nawabs has picked up the finest of traditions and given a contemporary twist; re-inventing itself to emerge with a discerning adaptability, one that embraces only the best of contemporary trends. The city has come a long way with the opening of classy malls to swaggering designer labels to hypermarkets to radically transformed movie watching culture. Understanding the city's desire for unmatched cinema experience, PVR, India's largest cinema exhibition company opens its 3<sup>rd</sup> property in the capital city of Uttar Pradesh.

PVR takes immense pleasure to launch a 3- screen multiplex in Lucknow at Singapore Mall, Gomtinagar. The company now has 13 screens across 3 cinemas in Lucknow and becomes the biggest chain of the city. With this launch, PVR's screen count in Uttar Pradesh reaches to **45 screens across 9 properties**.

**Mr Gautam Dutta, CEO, PVR Ltd,** said, *"The response of the people from Lucknow has always been overwhelming. Considering the need for an unmatched movie experience by the locals, we are back to the city with a promising property providing a luxury platform for cinema lovers. We are hopeful that the new property with advance technology will be much appreciated by our patrons here."*

The newly launched cinema has a unique and modern architectural design and is equipped with a seating capacity of 607 seats, which also include the comfortable recliners. PVR Cinemas offer added convenience to movie-goers with the availability of Quick – tix, a time saving technology to instant ticketing solution allowing the patrons to enter the theatre in a quicker and more efficient manner. The cinema also endows with an exceptional digital movie experience with 7.1 Digital Dolby surround sound along with Dolby ATMOS; 4K projection system, and 2<sup>nd</sup> gen. 3D enabled screens.

**Mr Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd** added, *"The city of Nawabs has reinvented itself to embrace the best of latest and modern trends. This property will set a new level of excellence and will offer value to our audiences here. Its aesthetic looks would stand apart as one of the most unique properties of PVR cinemas till date in the city."*

*I would also like to thank M.I Builders, our developers, on behalf of PVR for providing us a prime area of Gomtinagar, which is a hub for both residential and business settlements catering to a wide spectrum of audience. Since, the multiplex is strategically located in one of the key locations of the area; the multiplex would stand as the go-to-place for the patrons. We are looking forward to an amazing response from the city."*

**Mr. Qasim Ali, Director, MI Group** further added, *"It gives me immense pleasure in announcing the mega opening of a new state of the art Cinema viewing experience at our one of its kind themed mall in Lucknow. PVR, pioneers of the cinema industry lead by masters of professionals, have been able to achieve the timeline and we are now ready to give our customers a new experience at Singapore mall in*





*Lucknow. We are positive that with the joint efforts of all our professional team, we will be able to showcase a different class of experience and maintain the highest quality and standards for the city of Lucknow."*

With this launch, PVR reaches a total count of **519 screens at 113 properties across 46 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 India. PVR currently operates a cinema circuit comprising of **519 screens at 113 properties in 46 cities**, serving approx. **70 million patrons** annually. For further information, please refer to the PVR website:

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

