



## INOX STRENGTHENS PRESENCE IN NCR LAUNCHES 2ND MULTIPLEX IN FARIDABAD AT EF3 MALL.

**Faridabad, 1 September 2014:** INOX continues its growth momentum in North India post its acquisition of Satyam Cineplexes Ltd. early last month, by opening its 2<sup>nd</sup> multiplex in Faridabad today. Located in EF3 Mall, Sector 20, this is the 5<sup>th</sup> multiplex of INOX in Haryana and 92<sup>nd</sup> in the country. INOX at EF3 Mall has 3 auditoriums with a total capacity of 702 seats.

Mr. Alok Tandon – CEO, INOX Leisure Ltd. said, "We at INOX take pride in bringing the best movie-going experience once again to our guests in Faridabad with the launch of this Multiplex at EF3 Mall. We will continue to offer the INOX hospitality and ensure guests of Faridabad choose INOX to watch their movies".

INOX at EF3 Mall will screen a mix of Hindi, English and Regional movies, all under one roof. REFUEL, the in-house brand of theatre food, which serves an extended menu of flavored popcorn, hot and cold snacks, beverages and a variety of combo meals. Comfortable seats, including recliners with ample leg space, luxurious carpeting in the auditoriums, a spacious lobby; all backed by world class hospitality makes it a comfortable movie viewing experience. Trained staffs in Ushering, Box Office, Concessions and Housekeeping ensure a pleasant experience. In addition to these facilities, a high standard of hygiene and security within the multiplex coupled with world-class comfort provides an unparalleled movie viewing experience.

The Hindi movies showcased in the opening week are **Raja Natwarlal, Mardaani and Singham Returns** apart from two 3D movies **Teenage Mutant Ninja Turtles (Hindi)** and **Step Up All In (Hindi)**. Besides, there also is a Punjabi movie "Double Di Trouble"

With the launch of this multiplex in Faridabad, INOX now has a total of 16 screens in the State of Haryana. Nationally, INOX has 92 multiplexes & 361 screens in 50 cities.

**LIVE THE MOVIE only at INOX!**

For further information, please contact:

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