



## INOX opens at Quest Mall

**Kolkata, 7 March 2014** - Further strengthening its leadership position in Kolkata, INOX has launched Kolkata's latest landmark at Quest Mall today.

INOX, the pioneer of the multiplex culture in West Bengal is also the largest multiplex chain in the state operating a total of 14 multiplexes including 9 in Kolkata. INOX Quest has 6 screens with 1243 seats including 221 luxurious recliner seats. As with all INOX properties, INOX Quest is equipped with the latest, state of the art HFR (High Frame Rate) ready 2K digital projection system and distortion free digital surround sound. INOX Quest also offers two exclusive INSIGNIA screens with luxury recliners – where the guests can pamper themselves with world class personalized services.

Luxury is the corner stone of INOX Quest; comfortable seats with ample leg space, plush carpeting in the auditoriums, a spacious lobby; all backed by world class hospitality will take the movie viewing experience at INOX Quest notches higher.

INOX Quest is based on the Art Deco concept i.e. characterized by rich colours, bold geometric shapes, and lavish ornamentation. To achieve this decorative art style, the main focus was usage of different materials and creating an impressive space which stands out from the others. One can see bold colors such as maroons and shades of red highlighting the theatre with gold accents. The lobby area is demarcated in beautifully finished marble with onyx emphasizing the features. Using circular washrooms and creating a modern touch with silver mosaic in mirror finish, the collective input creates an ambience of elegance and class which the INOX brand stands for.

REFUEL, the in-house brand of theatre food, serves an extended menu of flavoured popcorn, hot and cold snacks, sandwiches, beverages and a variety national & international of cinema food. Trained staff in Ushering, Box Office, Concessions and Housekeeping ensure a comfortable and pleasant experience. In addition to these facilities, a high standard of hygiene and security within the complex completes the loop in providing world-class comfort. For easy and convenient ticket booking INOX also offers online booking at [www.inoxmovies.com](http://www.inoxmovies.com) and tele-booking number – 23584499

INOX Quest will offer a mix of Bengali, Hindi, English and other regional movies, all under one roof at flexi-pricing through the day .

The movies that will be showcased at INOX – Quest Mall in the opening week are Gulaab Gang (release to be re confirmed) (Hindi), Queen (Hindi), Total Siyappa (Hindi) & 300: Rise of the Empire (English, 3D).

INOX is India's largest multiplex brand and with this launch, it is now present in 42 cities with 78 properties, 307 screens and a total seating capacity of 83324 across India.

**LIVE THE MOVIE only at INOX!**

For further information, please contact:

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