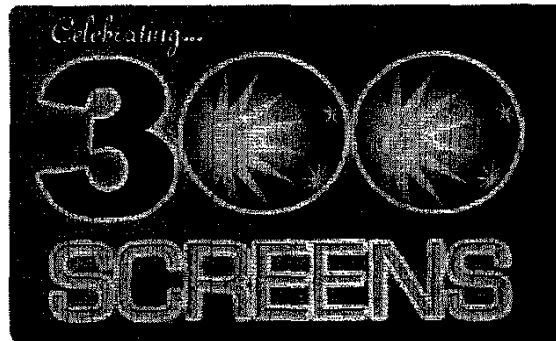




INOX launched its 300th screen



Greater Noida, 14 February 2014: India's largest multiplex brand INOX Leisure Ltd. today crossed the 300 screen landmark by opening its multiplex in Greater Noida. INOX at MSX Mall, Swam Nagari is now open to guests with 5 screens and 1230 seats.

Mr. Alok Tandon – CEO, INOX Leisure Ltd. said, "We are proud to launch our 300th screen here in Greater Noida. It has been a great ride for us at INOX since the launch of our first screen at Pune way back in 2002. Today, with presence in 42 cities across India, we believe that the journey to take the INOX movie experience to every Indian in the country has just begun! With the launch of these 5 screens at MSX Mall, we will ensure that we continue to offer the INOX hospitality and the best movie-going experience to our guests in Greater Noida", he adds.

The movies showcased at INOX – MSX Mall in the opening week are GUNDAY, HASEE TOH PHASEE (Hindi) and ROBOCOP (English).

INOX at MSX Mall is 3D enabled with 2K digital projectors and will screen a mix of Hindi, English and regional movies, all under one roof. Plush seats including recliners with ample leg space, swish carpeting in the auditoriums, a spacious lobby; all backed by world-class hospitality makes it an outstanding movie experience. REFUEL, the in-house brand of theatre food, serves an extended menu of flavoured popcorn, hot and cold snacks, beverages and a variety 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 on our website www.inoxmovies.com and tele-booking number – 0120 2399444.

With the launch of these 5 screens here at MSX Mall, INOX now has a total of 13 screens in the State of Uttar Pradesh (4 screens each in Lucknow and Kanpur). Nationally, INOX has 77 multiplexes & 301 screens in 42 cities across India.

LIVE THE MOVIE only at INOX!

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