



INOX opens its 5th Multiplex in Jaipur

Jaipur, 23 December, 2013: After revolutionizing the way Jaipur watches movies with its 4 existing multiplexes across the city, INOX Leisure Ltd. takes the INOX experience further with the launch of its 5th multiplex today at Elements Mall on Ajmer Road. INOX at the Elements Mall is now open to guests with 3 screens and 636 seats.

Mr. Alok Tandon – CEO, INOX Leisure Ltd. said, "We are proud to bring in our 5th multiplex to the residents of Jaipur. It has been a little more than 8 years since we launched our first multiplex at Vaishali Nagar. With the launch of these 3 screens at Elements Mall, we will ensure that we continue to offer the INOX hospitality and the best movie-going experience to our guests in Jaipur", he adds.

The movies showcased at INOX – Elements Mall in the opening week are DHOOM 3 and R... Rajkumar.

INOX at Elements Mall is 3D enabled with 2K digital projectors and will screen a mix of Hindi, English and regional movies, all under one roof. Plush state-of-the-art seats including recliners with ample leg space, lush 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 telebooking number – 5116511.

With the launch of the 5th multiplex here at Elements Mall, INOX now has a total of 22 screens in Rajasthan (15 screens in Jaipur, 3 screens in Kota and 4 screens in Udaipur). Nationally, INOX has 75 multiplexes & 291 screens in 40 cities across India.

LIVE THE MOVIE only at INOX!

For further information, please contact:

Nayana Borthakur	Giri Sharma
GM – Brand & Corporate Communications	Regional Marketing Manager (North)
09920691831	09227576180
nayana.borthakur@inox.co.in	giri@inox.co.in