



WORLD CLASS CINEMA EXPERIENCE NOW IN MADURAI INOX OPENS AT VISHAAL DE MALL

Madurai, 24 December 2013: The city of Madurai is all set to experience the best movie viewing experience with the launch of INOX, India's favorite movie destination in the city today. Located at Vishaal De Mall, Gokhle Road, Chinna Chokkikulam, INOX is now open to guests with 5 screens and 1302 seats. This is INOX's 3rd multiplex in Tamil Nadu. INOX has 2 multiplexes in the city of Chennai.

Mr. Alok Tandon, CEO – INOX Leisure Ltd. said, "It's our privilege to open our first multiplex in this beautiful city of Madurai. Our aim is to revolutionize the movie watching experience in the city with modern comforts, clear uncompressed sound and bright, crystal clear image. We are also pleased that this new multiplex is now part of a historic move by INOX where all screens across the country are equipped with top-of-the-line 2K, DCI compliant digital projectors," he added.

INOX at Vishaal De Mall is 3D enabled with 2K digital projectors and will screen a mix of Tamil, Hindi, English and regional movies, all under one roof. Plush state-of-the-art seats with ample leg space, luxurious 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 makes it a world-class multiplex. For easy and convenient ticket booking INOX also offers online booking on our website www.inoxmovies.com and home delivery services with tele-booking number – 0452-2581888.

The movies showcased at INOX Madurai in the opening week is DHOOM 3(Hindi).

With the launch of this multiplex, INOX now has a total of 41 cities with 76 properties, 296 screens across India.

LIVE THE MOVIE only at INOX!

For further information, please contact:

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