



## WORLD CLASS CINEMA EXPERIENCE NOW IN MANIPAL INOX OPENS AT CENTRAL CINEMAS

**Manipal, 31 March 2014:** INOX Leisure Ltd., India's favorite movie destination made its entry into the 'University' city of Manipal today with the launch of its first multiplex. Located at Central Cinemas, INOX is now open to guests with 3 screens and 489 seats. This is INOX's 9<sup>th</sup> multiplex in Karnataka. INOX already has 7 multiplexes in Bengaluru and 1 in Belgaum.

Mr. Alok Tandon, CEO – INOX Leisure Ltd. said, "It's our privilege to open our first multiplex in this beautiful city of Manipal. At INOX it is our aim is to revolutionize the movie watching experience with modern comforts, clear uncompressed sound and bright, crystal clear image. This new multiplex is equipped with top-of-the-line 2K, DCI compliant digital projectors to display unmatched quality to our guests in Manipal," he added.

Luxury is the corner stone of all INOX multiplexes. Comfortable seats with ample leg space, plush carpeting in the auditoriums, a spacious lobby and state-of-the-art technology; all backed by world-class hospitality, makes it a never seen before movie experience. Once at the cinema, the customer experience is further enhanced at 'Refuel' the in-house brand of theatre food, which serves an extended menu of flavoured popcorn, hot and cold snacks, beverages and a variety of combo meals. For easy and convenient ticket booking INOX also offers online booking on [www.inoxmovies.com](http://www.inoxmovies.com) and tele-booking number – 2571044.

The movies showcased at INOX – Central Cinemas in the opening week are O Teri, Queen, Ragini MMS 2, Youngistan, Dishkiyaon, (Hindi) and Noah (English).

INOX is India's largest multiplex brand and with this launch, it is now present in 43 cities with 79 properties and 310 screens.

**LIVE THE MOVIE only at INOX!**

**For further information, please contact:**

Nayana Borthakur  
GM, Corporate Communications  
91-9920691831

Mohammed Haq  
Regional Manager, Marketing  
91-94141 62936