

February 25, 2014

**National Stock Exchange Limited**

Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No. C/1, G Block,  
Bandra Kurla Complex,  
Bandra (East), Mumbai - 400 051  
Fax: 022-26598237/38

**BSE Limited**

Corporate Relationship Department  
1<sup>st</sup> Floor, New Trading Ring,  
PJ Towers, Dalal Street,  
Fort, Mumbai - 400 001  
Fax: 022-22723121/1278

**Company Code: PVR / 532689**

**Re: Fixation of Record Date i.e. 10.03.2014**

Dear Sir / Madam

This is in continuation to our earlier letter dated 12<sup>th</sup> February 2014 announcing that Hon'ble High Court of Delhi has sanctioned the Composite Scheme of Amalgamation amongst Cinemax India Limited, its wholly owned subsidiaries and Cine Hospitality Private Limited with PVR Limited.

We have e-filed the copy of the order of the High Court at New Delhi, with the Registrar of Companies on 14<sup>th</sup> February 2014. Pursuant to the order of the Hon'ble High Court of Delhi, PVR Ltd shall issue and allot equity shares in its share capital at par, credited as fully paid up based on the swap ratio, to those shareholders of Cinemax India Limited whose names appear in the Register of Members on the Record Date.

We hereby inform that the Restructuring Committee in the meeting held on today fixed Monday, 10<sup>th</sup> March 2014 as the Record Date to determine the entitlement of 4 equity share(s) of the face value of Rs. 10/- (Rupees Ten) each fully paid up in the share capital of PVR Ltd for every 7 fully paid up share(s) of the face value of Rs. 5/- (Rupees Five) each held in Cinemax India Limited by the Public Shareholders.

Please be informed that in case of allotment of shares in the share capital of PVR Ltd is into fractional in numbers, the Company shall allot all the fractional shares in favour of a trust and the trust shall after payment of necessary charges, dispose of consolidated fractional shares and the members will be paid proportionately against their fractional entitlement.

Please be further informed that all the Equity Shares of Cinemax India Limited shall stand cancelled and extinguished post the record date.

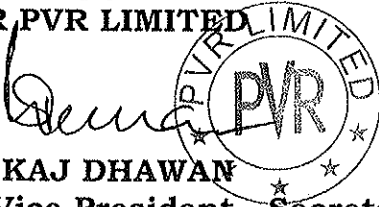


Page: 1/2

The Company shall take all the necessary steps to implement the allotment of shares as aforesaid.

This is for your information, record and doing the needful.

**Thanking you,  
FOR PVR LIMITED**



**PANKAJ DHAWAN  
Sr. Vice President - Secretarial**

CC.

Mr. Rajeevranjan National Securities Depository Limited Trade World, 4 <sup>th</sup> Floor, Kamala Mills Compound, Senapati Bapat Marg, Lower Parel, Mumbai-400 013	Kindly provide necessary data for the cut-off date i.e. 10 <sup>th</sup> March 2014  Also withdraw ISIN allotted to Cinemax India Limited post allotment of shares of PVR Limited
Ms. Rupali / Aditi Central Depository Services (India) Limited Phiroze Jeejeebhoy Towers, 28 <sup>th</sup> Floor, Dalal Street, Fort, Mumbai- 400 001	----- DO-----
Mr. Madhusudhan M/s. Karvy Computershare Pvt. Ltd. 46, Avenue 4, Street No. 1, Banjara Hills, Hyderabad – 500 034	Pls do the needful jointly with Sharepro.
Mrs. Indira M/s Sharepro Services India Private Limited 13AB, Samhita Warehousing Complex, 2 <sup>nd</sup> Floor, Sakinaka Telephone Exchange Lane, Andheri (E), Mumbai - 400072	Please take necessary action jointly with Karvy.

