

08<sup>th</sup> November, 2019

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**Company Code: PVR / 532689**

**Sub: Opening of Multiplex at Galle Face Mall in "Colombo, Sri Lanka "**

Dear Sir,

We are pleased to inform you that PVR today has opened its first overseas 9 screens multiplex at Galle Face Mall in "**Colombo, Sri Lanka**". This Multiplex is integrated with modern technological solutions for superior cinematic experience and digital solutions for an enhanced customer experience.

With this launch, PVR now operates the largest multiplex network with of **809 screens at 171 properties in 70 cities (India and Sri Lanka)**.

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

For **PVR Limited**



**Pankaj Dhawan**  
**Company Secretary cum Compliance Officer**

PVR LIMITED

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## **PVR Cinemas expand its presence to international market; launches first property in Sri Lanka**

*~ Unveils PVR Lanka with exclusive cinema formats- PVR LUXE and PVR PlayHouse ~*

**National, 8<sup>th</sup> November 2019:** PVR Cinemas, the largest and most premium film exhibition company in India announced its entry into the Sri Lankan market with the opening of PVR Lanka at One Galle Face Mall, Colombo today. PVR in collaboration with the Shangri La Group introduces Colombo's biggest entertainment destination with the launch of the new 9- screen property. Redefining movie viewing experience, PVR Lanka hosts premium formats like PVR LUXE, a luxury cinema format and PVR PlayHouse, a dedicated auditorium for the young ones and their family. Designed with contemporary flair, blended with local influences and enabled with technological excellence, PVR aims to introduce the epitome of modern cinema in Sri Lanka.

**Mr. Ajay Bijli, Chairman and Managing Director, PVR Ltd. said** "Entering Sri Lanka was part of our business strategy for FY 19-20 and I am happy we have been able to make it happen. The socio-cultural similarity between the two nations makes the scope for business growth opulently clear. The vision has been to introduce new concepts and make regional content more accessible for the audience in Sri Lanka. The Indian film industry has grown exponentially in last few years and has a global fan base that we aim to cater to through innovation and expansion."

The property spreads across two levels with an area of 38,454 sq. ft. and a seating accommodation of 1,176 audiences. The property is integrated with modern technological solutions for superior cinematic experience and digital solutions for an enhanced customer experience.

Speaking on the launch, **Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd. said,** "We feel very happy to be able to bring PVR's offerings to Sri Lanka. The market dynamics in Sri Lanka are very similar to that of India which helped us design our product with much more ease. The love for Indian content is huge here and we are aiming to offer a rich and diverse experience to the cine buffs."

Accompanied with gastronomic extravaganza and best-in-class hospitality services in plush and luxurious seating arrangements, PVR Lanka presents itself as a one stop entertainment destination to the cinema goers. The integration of modern décor with intricate design adds to the grandeur of the new multiplex. An exquisitely designed, bespoke lounge is created for our LUXE audience.

He further added, "Our endeavor was to introduce eagerly awaited, worldclass cinema formats to offer holistic entertainment to the market. We are very confident that we will be successful in offering unique experiences to the people of Sri Lanka."

PVR is the largest film exhibition company in India and has a total screen count of **809 screens at 171 properties in 70 cities.**

### **About PVR Limited**

PVR is the largest and the most premium film exhibition company in India. Since its inception in 1997, the brand has redefined the way entertainment is perceived in the country. PVR currently operates a cinema circuit comprising of **809** screens at **171** properties in **70** cities (India and Sri Lanka), serving 100 million patrons annually. While the total screen tally of the company stands at **809**; PVR offers an array of formats with premium screen category, which stands at 4 screens of Director's Cut, 35 screens of Gold Class, 08 of IMAX, 15 of 4DX, 08 of P[XL], 11 of Playhouse and 01 of PVR Onyx across the country.



# PVR

For further information, please visit: <http://www.pvrcinemas.com/corporate/about-us.aspx>

Share your feedback at [feedback@pvrcinemas.com](mailto:feedback@pvrcinemas.com)

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