

09<sup>th</sup> May, 2024

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**Company Code: PVRINOX/ 532689**

**Sub: Opening of 4 screen multiplex at Ambience Mall, Gurugram.**

Dear Sir/Madam,

We are pleased to inform you about the opening of 4 screen multiplex, PVR Cinemagic at Ambience Mall, Gurugram.

The Cinema is equipped with the best-in-class theatrical technology with Dolby 7.1 sound, 2K laser projection and 3D enabled screens.

With this launch, PVR INOX now operates the largest multiplex network with 1748 screens across 361 properties in 112 cities (India and Sri Lanka).

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

Yours faithfully,  
For **PVR INOX Limited**

**Mukesh Kumar**  
**SVP - Company Secretary**  
**& Compliance Officer**

Encl: A/a.



## **PVR INOX REIMAGINES CINEMA EXPERIENCE WITH CINEMAGIC IN GURUGRAM**

*~4 screen multiplex at Ambience Mall comprises theme based auditoriums, 4DX and Playhouse~*

**National, May 9, 2024:** PVR INOX, the largest and the most premium cinema exhibitor in India has announced the opening of a new cinema, PVR Cinemagic at Ambience Mall, Gurugram. The 4-screen multiplex introduces two unique theme-based auditoriums, "Space and Forest" along with the multi-sensory 4DX and the Kid's auditorium Playhouse each catering to diverse customer preferences.

With the addition of PVR Cinemagic, PVR INOX continues its commitment to provide the most experiential out-of-home entertainment experiences across India. This marks the **14th cinema in Gurugram**, bringing the total **screen count to 64 in the city**. In Haryana, PVR INOX now **operates 22 properties with 93 screens**, and in North India, it boasts **101 properties and 459 screens**.

The distinctive theme-based auditoria - "Forest" transports viewers to a serene environment with its green hues and nature-inspired design, while the "Space" auditorium creates an intergalactic adventure with its blue and black color scheme, include a themed rainforest and out of space audio track that immerses the audience and takes their experience to new heights upon settling in their seat, before the on screen feature begins. With a total seating capacity of **397 guests**, the new cinema is equipped with the best-in-class theatrical technology with Dolby 7.1 sound, 2K laser projection and 3D enabled screens.

PVR Cinemagic features a 4DX auditorium that incorporates on-screen visuals with synchronized motion seats and environmental effects such as water, wind, fog, scent, snow and more, to enhance the action on screen for an immersive multi-sensory cinematic experience. Further, the Playhouse auditorium is a one-of-a-kind movie theatre designed to captivate younger audiences with vibrant colors, playful elements, and a specially curated seating arrangement accompanied by slides.

**Commenting on the announcement, Mr. Ajay Bijli, Managing Director, PVR INOX Limited** said, *"In the past few years, there has been a notable shift in the theatrical landscape, with audiences showing a growing interest in distinctive out-of-home entertainment venues. Cinemagic represents our endeavor to make cinemas more experiential, blending diverse themes and sensations. It embodies our commitment to innovate and appealing to every facet of our clientele, promising a memorable cinematic encounter for all."*

The foyer of PVR Cinemagic is a testament to sophistication and modernity, featuring opulent finishes and modern design elements. LED columns create a dynamic atmosphere, while cozy seating spaces and framed artworks celebrating legendary actors and actresses add to the ambiance. The cinema promises culinary delight with a gourmet menu curated by celebrity chefs, featuring cinema classics and seasonal favorites

*"PVR Cinemagic embodies our imaginative spirit and underscores our commitment to offering more than just movies; it's about crafting unforgettable experiences. Whether it's the tranquil setting of the Forest or the cosmic journey through Space, each auditorium guarantees an unparalleled experience. Through cutting-edge technology and distinct thematic designs, our goal is to fashion an enchanting hub where cinema enthusiasts can delve into spellbinding narratives like never before,"* **remarked Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited.**



### **About PVR INOX**

PVR INOX Limited is the largest film exhibition company in India with **1748 screens across 361 properties in 112 cities (India and Sri Lanka)**. Since their inception, both PVR and INOX have created iconic cinema brands with storied histories of achieving significant milestones and setting benchmarks in the film exhibition industry. With a collective heritage of transforming out-of-home entertainment in the country, the merged company offers a wide range of cinema services such as child friendly audis, the latest screening technology, superior sound systems, a wide range of F&B offerings, film and non-film content and an array of formats in the premium screen category.

**For further information, please visit:** <http://www.pvrcinemas.com>

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