

28th January, 2024

National Stock Exchange of India Limited

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Company Code: PVRINOX/ 532689

Sub: Opening of screen at Mittal Mall at Ajmer, Rajasthan

Dear Sir/Madam,

We are pleased to inform you about the opening of 4 screen multiplex at Mittal Mall, Ajmer, Rajasthan.

The cinema is equipped with state-of-the-art technology, including a 2K projection system, Dolby 7.1 sound and next-gen 3D technology.

With this launch, PVR INOX now operates the largest multiplex network with 1,712 screens across 360 properties in 113 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



PVR INOX UNVEILS AJMER'S LARGEST 4-SCREEN CINEMA AT MITTAL MALL

National, January 28, 2024: PVR INOX, the largest and the most premium cinema exhibitor in India is set to elevate the cinematic experience in Ajmer with the grand opening of its second cinema in the city. Located at the heart of Ajmer, Mittal Mall, Prithviraj Marg, Hathi Bhata, this state-of-the-art 4-screen property is set to be Ajmer's biggest and best cinema, introducing a host of premium features and design elements to create an unparalleled entertainment destination.

PVR INOX will strengthen its foothold in Rajasthan with 79 screens in 21 properties and continues its expansion in West India with 345 screens in 77 properties.

The cinema is located in the largest mall in the city with prominent places such as the railway station and the bus stand situated within a radius of less than 2 kms. The cinema is equipped with state-of-the-art technology, including a 2K projection system, Dolby 7.1 sound and next-gen 3D technology. It has a total seating capacity of 580 and patrons can indulge in a variety of culinary delights from the extensive food menu in the comfort of the celebrity recliners.

Commenting on the announcement, Mr. Ajay Bijli, Managing Director, PVR INOX Limited, said, *"We are delighted to introduce our second cinema in Ajmer, bringing a world-class cinematic experience to the residents of this vibrant city. With the biggest 4-screen cinema in Ajmer, equipped with the latest technology and design elements, we aim to revolutionize the movie-watching experience for discerning audiences in Ajmer. Our focus remains on accelerating growth in underserved markets strategically expanding our footprint to Tier-2 and Tier-3 cities."*

The visually stunning foyer has a modern design with Grey and Beige theme with multiple framed custom artworks with a "V" theme, celebrating legendary actors and actresses. Each of the four vibrant auditoriums is adorned with a unique color theme – Teal, Purple, Gold, and Red. Rose Gold accents through metal/ film inlays in Audi doors, concession counters, glazing areas and wall surfaces create a sophisticated atmosphere.

"The opening of our new cinema in Ajmer marks a significant milestone in our journey to expand the access to entertainment for aspiring audiences while elevating the customer experience to newer heights. Ajmer, being a cultural and historical city, deserves nothing but the best and our Mittal Mall property is designed to offer a premium and immersive experience to moviegoers. From the diverse auditorium themes to the modern and visually stunning foyer, every aspect of this cinema has been crafted with precision and care. We invite the people of Ajmer to immerse themselves in the magic of cinema in this landmark entertainment destination." said **Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited.**



About PVR INOX

PVR INOX Limited is the largest film exhibition company in India with **1712 screens across 360 properties in 113 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, 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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