

15th August, 2019

National Stock Exchange of India Limited

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Sub: Opening of Multiplex PVR UTSAV at “GMS City Centre, Madhya Pradesh”

Dear Sir,

We are pleased to inform you the opening of 3 screens multiplex at GMS City Centre, Madhya Pradesh under its sub-brand “**PVR UTSAV**”. This multiplex is equipped with BARCO 2K projection system, UHD 3D technology and Dolby digital sound.

With this launch, PVR now operates the largest multiplex network with of **797 screens at 169 properties in 68 cities.**

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

Yours faithfully,
For **PVR Limited**



Pankaj Dhawan
Company Secretary cum Compliance Officer



PVR launches sub-brand “PVR UTSAV” in Satna to address the growing aspiration for cinema across markets

~Launches the city’s biggest multiplex: 3-screen PVR UTSAV property ~

National, 15th August 2019 — PVR Cinemas, the largest and the most premium film exhibition company in India, today launched its first property in Satna with 3 screens at GMS City Centre, Madhya Pradesh under its sub-brand “**PVR UTSAV**”. As a special offering for the Tier II and Tier III cities, PVR UTSAV is designed to offer a hygienic, safe and secure cinematic experience to the discerning audience.

Even though Indian cinema has come a long way in the last few decades, the country’s low-screen density especially in non-metros has barred a large section of the population from experiencing modern cinema viewing. For India to emulate its growth with the International markets, PVR has introduced its sub brand PVR UTSAV with an aim to extend enhanced entertainment for patrons in the provincial pockets of the country. With the opening of this property, PVR has strengthened its presence in the state of Madhya Pradesh to **14 screens** across **04 properties**.

Speaking on the occasion, **Mr. Sanjeev Kumar, Joint Managing Director, PVR Ltd.** said, “PVR Utsav is a natural progression for us, further consolidating our foothold in the small-towns of India. Whilst the first step was to get the model right, the idea was to have the PVR standards of excellence reach every corner of the country with astute focus on smaller cities. The unveiling of this property further demonstrates our goal to bring in first-to-market concepts, and enhanced entertainment for every pocket size”.

Invoking a sense of cultural pride, the new PVR UTSAV in Satna draws inspiration from local craft for its design following Gondh art concept. The property spreads across an area of **18,438 sq. ft.** with a seating capacity of **584 audiences**. It is the biggest multiplex in the town yet, equipped with modern technologies like **BARCO 2K projection system, Dolby 7.1 sound and UHD 3D technology**. Ensuring an enhanced cinematic experience, the multiplex offers the comfort of recliners with an eclectic range of F&B offerings.

Addressing the media, **Mr. Gautam Dutta, CEO, PVR Ltd.** said, “PVR UTSAV is a worthy addition to our offerings, which is aimed at making an elevated cinematic experience more accessible to each part of the country, and to address the growing base of the discerning audience. With PVR Utsav, we are focusing on cinema aspect ratio in non-metros to ensure further growth of the cinema industry in India.”

He further added, “We are excited to launch the new format in Satna and the market is propitious for further growth. Our first property at Jalgaon under the pilot phase was very well received and we are sure the new property in Satna will witness a similar response.”

With this opening, PVR stands at a total screen count of **797 screens at 169 properties in 68 cities**.



About PVR UTSAV

PVR UTSAV, combines the geographical, historical and social fabric of India into the weave of its design, tirelessly striving towards achieving change that is not drastic but evolutionary and celebrates this spirit of intrinsic social change within its design. It addresses aspiration of the growing modernity of 'Bharat' through the use of mainstream material that define the idea of 'local' and establishes a terrestrial range to the meaning of place. Visitors here are enabled by the extensive use of their local language- bhasha; allowing them to comprehend and feel at ease. Thus making the cinema a place they can call their own. Cinema in India is a way of life; rife with stories, words and lyrics that go beyond being a performance art and PVR Ustav seeks to become the benchmark of cinema viewing beyond the 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 **797** screens at **169** properties in **68** cities (21 states & UTs), serving 100 million patrons annually. While the total screen tally of the company stands at **797**; PVR offers an array of formats with premium screen category, which stands at 4 screens of Director's Cut, 33 screens of Gold Class, 08 of IMAX, 15 of 4DX, 08 of P[XL], 09 of Playhouse and 01 of PVR Onyx across the country.

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

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