

11th April, 2024

National Stock Exchange of India Limited

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Company Code: PVRINOX/ 532689

Sub: Opening of 14 screen Megaplex at Phoenix Mall of Asia, Bengaluru.

Dear Sir/Madam,

We are pleased to inform you about the opening of 14 screen megaplex at Phoenix Mall of Asia in the city of Bengaluru.

The cinema is equipped with the best-in-class theatrical technology to offer an immersive and enhanced cinematic experience includes the 4K laser projectors, advanced Dolby Atmos surround sound and Volfoni 3D screen.

With this launch, PVR INOX now operates the largest multiplex network with 1741 screens across 361 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 BENGALURU'S LARGEST CINEMA; EXPANDS FOOTPRINT IN SOUTH INDIA WITH ITS LARGEST CINEMA

~14-screen Megaplex at Phoenix Mall of Asia features 3 Premium formats, MX4D, ScreenX & Insignia~

National, April 11, 2024: PVR INOX, the largest and the most premium cinema exhibitor in India, today announced the launch of Bengaluru's largest cinema at Phoenix Mall of Asia and its largest cinema in South. The **14-screen Megaplex** located in the largest and one of the most premium malls in Bengaluru features three premium formats – MX4D, ScreenX, and Insignia. PVR INOX also introduces the first MX4D, the immersive 4D movie experience and ScreenX, 270-degree cinema viewing in South India.

The new cinema will augment PVR INOX foothold in Bengaluru with **172 screens in 26 cinemas** and in the state of Karnataka with **219 screens in 37 cinemas**. The company consolidate its presence in **South India** to a total of **572 screens in 100 properties**.

Located in the suburbs of Bangalore, the 14-Screen Megaplex is the city's most advanced cinema that includes the multi-sensory MX4D format, premium large screen format ScreenX, three auditoriums of PVR INOX's luxury format, Insignia along with 9 premiere auditoriums with last row celebrity plush recliners. With a seating capacity of 1997 audiences, the new cinema is equipped with the best-in-class theatrical technology to offer an immersive and enhanced cinematic experience. This includes the 4K laser projection, advanced Dolby Atmos surround sound and Volfoni 3D screen.

Commenting on the announcement, **Mr. Ajay Bijli, Managing Director, PVR INOX Limited, said,** *"The Southern region is a critical market for us with a steady supply of regional content and passionate consumer demand. We have received an overwhelming response for all our premium screen formats nationwide, prompting us to unveil our largest cinema in South with 14 screens including 3 superlative cinema formats – MX4D, Screen X and Insignia. It has been PVR INOX's strategy to make cinemas more experiential and this Megaplex at Phoenix Mall of Asia perfectly aligns with our vision."*

The design harmoniously blends various shades of white, accented by a regal touch of Royal blue, imparting a luxurious ambiance. Strategic areas such as entrances and F&B spaces are elegantly emphasized using black accents amidst the whites, ensuring a delicate balance. Impressive video walls, signage, and ceiling features reflect the grandeur reminiscent of a Megaplex. By transitioning from whites to greys, the Insignia achieves a refined and opulent atmosphere. This timeless design promises a perpetually fresh appeal, welcoming customers to a comfortable and inviting environment.

Commenting on the announcement, **Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited, said,** *"We are delighted to launch our biggest property in South India, introducing the MX4D and Screen X formats to the region. Bengaluru is a fast changing and dynamic city in Southern region and one of India's fast-growing economies. Leveraging on the immense potential of the city aided by proactive governance, it offers one of the most promising destinations for expansion of multiplexes. We are excited to expand our presence in Karnataka with a world-class cinema."*



About PVR INOX Limited

PVR INOX Limited is the largest film exhibition company in India with **1741 screens across 361 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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