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CINEMAX

Date: 1st September, 2010

To,
Mr. Hari K
National Stock Exchange of India Limited
Exchange Plaza , Bandra Kurla Complex,
Bandra (East), Mumbai – 400051.

Sub: <u>Launching of three screens multiplex at Ahmedabad – "Shiv Cinemax"</u>
<u>Company Scrip Code :- CINEMAX.</u>

Dear Sir,

This is to inform you that on 2nd September 2010, we are launching our three screens multiplex **"Shiv - Cinemax"** situated at Ashram Road, Ahmedabad on the auspicious occasion of **"Janmashthami"** with screening of block buster movies like **"We are Family"** and **"Emotional Atyachar"**

Shiv was a very popular single screen theatre on Ashram Road, a landmark property which is now converted in three screen multiplex with state of the art ambience and facilities.

The multiplex is having capacity of 657 seats including 75 recliner seats. It will also offer patrons to enjoy a personalized café service while enjoying their favorite movies.

This is the sixth multiplex of our Company in Gujarat. With this launch, our Company will have 21 screens and 5,442 seats all over Gujarat.

Further, with the above said launch, we will have a pan India presence with 97 screens and 25,830 seats across 30 properties.

This is for your information and records.

Yours Truly,
For **Cinemax India Limited**

Jatin Shah
Company Secretary