



July 30, 2013

To,
The Secretary
BSE Limited
P J Towers,
Dalal Street,
Mumbai - 400 001

The Manager
National Stock Exchange of India Limited
Exchange Plaza, 5 Floor,
Plot No C/1, G Block,
Bandra-Kurla Complex,
Bandra (East), Mumbai - 400 051

Dear Sir / Madam,

Sub: Commencement of Commercial Operations of our new Multiplex Cinema Theatre situated at INOX Leisure Ltd., 3rd Floor, NCS Mall, Bochu Peta, Opp. RTC Complex, Vizianagaram - 535 002.

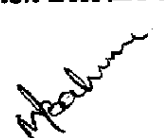
Pursuant to Clause 36 of the Listing Agreement, we wish to inform you that the Commercial Operation of our new Multiplex Cinema Theatre situated at 3rd Floor, NCS Mall, Bochu Peta, Opp. RTC Complex, Vizianagaram - 535 002, having 3 screens and 798 seats commenced from Monday, July 29, 2013.

INOX is now present in 39 cities with 73 multiplexes, 287 screens and 78,958 seats.

This is for the information of your members.

Thanking you.

Yours faithfully,
For Inox Leisure Limited


Miket Shashikant Bahuva
Deputy Company Secretary
& Senior Manager - Legal

INOX LEISURE LTD.

5th Floor, Viraj Towers, Next to Andheri Flyover, Western Express Highway, Andheri (East), Mumbai 400 093, India.
Tel. : (91 22) 4062 8900, Fax : (91 22) 4062 6999, www.inoxmovies.com

Registered Office : ABS Towers, Old Padra Road, Vadodara 390 007. Tel (91 265) 6198111, Fax (91 265) 2310312





WORLD CLASS CINEMA EXPERIENCE NOW IN VIZIANAGARAM INOX OPENS AT NCS MALL, BOCHU PETA

Vizianagaram, 29 July 2013: INOX Leisure Ltd., India's favorite movie destination made its entry into the 'City of Victory' today with the launch of its first multiplex in the city. Located at NCS Mall, Bochu Peta, INOX today opened to guests with 3 screens and 798 seats in the presence of Sri. Botcha Satyanarayana - Hon'ble Minister for Transport & PCC President, A.P, Smt. Botcha Jhansi Lakshmi - M.P. Vizianagaram, Sri Kolagatla Veerabhadra Swamy - MLC Vizianagaram, Dr. D. Yuvaraj - Vice Chairman, VUDA, Vizag, Sri Kanti Lal Dande - District Collector, Vizag, Sri Kartikeya - S.P. Vizag, Sri K. Jaggarao - CRM, IOB Vizag and Sri Ambica Prasad - MD, Ambica Group. This is INOX's 7th multiplex in Andhra Pradesh. INOX already has 2 multiplexes each in Hyderabad, Vijayawada and Vizag.

Mr. Alok Tandon, CEO, INOX Leisure Ltd. said, "It's our privilege to bring INOX in this beautiful city of Vizianagaram. Our aim is to revolutionize the movie watching experience in the city with modern comforts, high end 2K DCI compliant digital projectors to screen both 2D and 3D movies, clear uncompressed sound and bright, crystal clear image."

INOX at NCS Mall will screen a mix of Telugu, Hindi and English movies besides movies in other Indian languages, all under one roof. REFUEL, the in-house brand of INOX, will serve an extended menu of flavoured popcorn, hot and cold snacks, beverages and a variety of combo meals. Staff trained in Ushering, Box Office, Concessions and Housekeeping will ensure an overall comfortable and pleasant experience. In addition to these facilities, a high standard of hygiene and security within the multiplex coupled with world-class comfort will provide an unparalleled movie viewing experience.

The movies showcased in the opening week are Alias Janiki (Telugu), Bhaag Milkha Bhaag, Issaq (Hindi), Wolverine 3D and in 2D (English).

Nationally, INOX has 73 multiplexes & 287 screens in 39 cities.

LIVE THE MOVIE only at INOX!

For further information, please contact:

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