



INOX launches 2nd multiplex in Siliguri at City Centre, Matigara.

Siliguri, 14th June '11: Further strengthening its presence in West Bengal, INOX Leisure Ltd (INOX) today launched its 2nd multiplex in Siliguri at the City Centre, Matigara. With the launch of this multiplex, INOX introduces its 10th multiplex in West Bengal and 40th in the country. INOX at City Centre has 4 auditoriums with a total capacity of 1199 seats.

Mr. Alok Tandon – CEO, INOX Leisure Ltd. said, “We at INOX take pride in bringing the best movie-going experience once again to our patrons of Siliguri with the launch of our 2nd Multiplex at City Centre, Matigara. We will continue to offer the INOX hospitality and ensure more and more patrons choose INOX to watch their movies”.

Akin to the standards set at all INOX multiplexes, this new multiplex will also be equipped with the best in projection and acoustic systems, using the world's finest equipment and technology such as Christie's projection and Dolby Digital three-way sound. A fully automated box office is situated at the Ground Level and computerized ticketing through the internet has been introduced for the first time in the city to ensure greater transparency and comfort in ticket booking. Home delivery of tickets will also be offered soon after the launch.

INOX City Centre opens with a mix of Bengali, Hindi and English movies, all under one roof at flexi-pricing through the day. REFUEL, the in-house brand of theatre food, which serves an extended menu of flavored popcorn, hot and cold snacks, beverages and a variety of combo meals. Trained staff in Ushering, Box Office, Concessions and Housekeeping ensures a comfortable and pleasant experience. Besides, a high standard of hygiene and security within the complex completes the loop in providing world-class comfort.

The movies showcased in the opening week (June 13th-16th 2011) are *SHAITAN*, *READY*, *PAGLU* and *SATRU*, amongst others.

With the launch of the 10th multiplex in West Bengal (4 multiplexes in Kolkata: *Forum*, *City Centre*, *Swabhumi*, *Rajarhat* and 1 each in *Darjeeling*, *Durgapur*, *Burdwan*, *Liluah* and *Siliguri*), INOX now has a total of 37 screens in the State. Nationally, INOX has 40 multiplexes & 151 screens in 26 cities.

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For further information, please contact:

Nayana Borthakur	Puja Bhatnagar
GM – Brand & Corporate Communications	Asst Manager - Corporate Communications-East
09920691831	98306 24782
nayana.borthakur@inox.co.in	puja.bhatnagar@inox.co.in