



April 26, 2012

National Stock Exchange of India Limited

Hand Delivery

Exchange Plaza,
Plot No. C / 1, G Block,
Bandra-Kurla Complex,
Bandra (East), Mumbai – 51.

Bombay Stock Exchange Limited

Hand Delivery

Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Dear Sir / Madam,

Sub: INOX Leisure and Fame India select GDC Technology and Barco for 100% digital cinema conversion

We wish to inform you that the Company has selected GDC Technology, a world leading digital cinema solution provider, to convert all cinema multiplexes operated by it to digital projection. The proposed contract is expected to be executed within one week, and full deployment will be completed by 2012.

Attached is a press release we propose to issue in this regard.

Thanking you.

Yours faithfully,
For Inox Leisure Limited


Miket Shashikant Bahuva
Deputy Company Secretary &
Senior Manager – Legal

Encl: as above





FOR IMMEDIATE RELEASE

India's largest cinema chain – INOX Leisure and Fame India select GDC Technology and Barco for 100% digital cinema conversion

Deployment involves 300 integrated systems with Barco projectors and GDC Integrated Media Block, GDC Theatre Management System and theatre automation system, and Nationwide Network Operations Centre

CINEMACON, Las Vegas (April 25, 2012) – GDC Technology ("GDC Tech"), a world leading digital cinema solution provider, is pleased to announce today that it has been selected as the exclusive digital cinema provider to convert all the cinema multiplexes operated by Inox Leisure Limited ("INOX") and Fame India Ltd ("FAME") in India. The proposed contract expected to be executed within one week involves GDC Tech supplying INOX and FAME with 300 units of integrated systems comprising GDC's Integrated Media Block ("IMB") and Barco projectors, as well as 75 units of GDC's Theatre Management System ("TMS") with theatre automation system, and the construction of a Network Operations Center ("NOC") complete with full centralized cinema chain management solution. It is expected that full deployment will be completed by 2012.

INOX Leisure is the diversification venture of the INOX Group into entertainment and is a subsidiary of Gujarat Fluorochemicals Ltd. INOX has established a strong presence in the cinema exhibition industry in India just ten years ago since the opening of its first cinema multiplex. In February 2010, INOX acquired a controlling stake in another multiplex operator, Fame India Ltd, which created the largest theatre chain under the same management control with combined strength of 68 multiplexes and 257 screens in 34 cities nationwide, and is in the process of opening more multiplexes in the current financial year. All INOX and FAME cinemas have state of the art facilities in terms of modern projection and acoustic systems, interiors of international standards, and most importantly high service standards upheld by a young and vibrant team, aiming to deliver the best movie-going experiences to its patrons.

The management of INOX and FAME spent more than a year of research and planning with the aim of transforming their entire cinema chain into the most modern digital cinema network in the world. The entire chain will be equipped with DCI compliant integrated projection systems with the High Frame Rate (HFR) included. More importantly, a great deal of thought has been put into managing the entire cinema chain with highly automated system, and a NOC to ensure that the cinema chain can be efficiently managed. The most advanced digital cinema systems to be installed at INOX and FAME are unprecedented in India if not the world.

The INOX and FAME deal put Barco securely in the market leader position in India for digital cinema projectors. The largest deployment of its kind in the country will see INOX and FAME selecting from the full range of Barco projectors, ensuring bright and pristine pictures for both 2D and 3D movies for every screen.

"In making this important transition, we wanted to ensure the new technology would support our goal of providing the best possible movie going experience for our patrons. The GDC IMBs offer the highest reliability and picture quality of any digital cinema server out there, which is why we chose them exclusively for our patrons," commented Alok Tandon, CEO of INOX. "The company's stellar services and its continual drive for innovation made GDC Tech the obvious choice for us, and we look forward to working with GDC Tech in making our transition to digital, a smooth and rewarding process."

"It's a great honor to work with the largest cinema chain in India, and it continues to expand successfully because it has earned a reputation for providing a superior movie viewing experience to its loyal patrons. It is very impressive to see the commitment by INOX and FAME management to invest into their cinema chain by becoming 100% digital." said Dr. Man-Nang Chong, founder and CEO of GDC Tech. "GDC Tech



values the trust both INOX and FAME have placed in us to provide the best products, services and technical support in the industry. We look forward to working with them for many years to come."

About GDC Technology (www.gdc-tech.com)

As one of the world's leading global solution providers for digital cinema, media delivery and display markets, GDC Technology ("GDC Tech") has successfully delivered and installed digital cinema servers, projection and 3D systems worldwide. GDC Tech is currently the largest supplier of digital cinema servers throughout Asia and the second largest provider of digital cinema servers worldwide, serving its customers through offices in the US, Spain, Hong Kong, Japan, Singapore and China. GDC Tech is a portfolio company of The Carlyle Group.

About INOX Leisure Limited and FAME India Limited (www.inoxmovies.com/ www.famecinemas.com)

INOX Leisure Limited along with its subsidiary FAME India Limited is the largest multiplex chain in India with 68 multiplexes and 257 screens in 34 cities. INOX (founded-1999) is the diversification venture of the INOX Group into entertainment and is a subsidiary of Gujarat Fluorochemicals Ltd. INOX recently acquired FAME (founded-1999), one of India's very respected and premier multiplex chains. The mission of both INOX and FAME is to sustain the leadership position in the cinema exhibition industry, in every aspect - right from the quality and choices of cinema to the varied services offered.

About Barco (www.barco.com/en/digitalcinema)

Barco, a global technology company, designs and develops visualization products for a variety of selected professional markets. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and Asia Pacific. Barco (NYSE Euronext Brussels: BAR) is active in more than 90 countries with more than 3,500 employees worldwide. Barco posted sales of 1.041 billion euro in 2011.

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INOX Cinemas

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