

4th July 2014

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

The Manager
National Stock Exchange of India Limited
Exchange Plaza, 5th 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 4th Floor, Chitralayaa, Suryabagh, Visakhapatnam - 530020

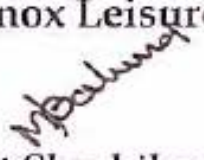
Pursuant to Clause 36 of the Listing Agreement, we wish to inform you that, we have commenced the Commercial Operation in 3 screens of our new Multiplex Cinema Theatre situated at 4th Floor, Chitralayaa, Suryabagh, Visakhapatnam - 530020, from Today, i.e. Friday, 4th July 2014.

INOX is now present in 44 cities with 81 multiplexes, 316 screens and 85,091 seats.

This is for the information of your members.

Thanking you,

Yours faithfully,
For Inox Leisure Limited


Miket Shashikant Bahuva
Company Secretary
& General Manager - Legal



INOX opens its 3rd Multiplex in Vizag at Chitralayaa

Vizag, 4 July, 2014:After revolutionizing the way Vizag watches movies with its two existing multiplexes in the city, INOX Leisure Ltd. takes the INOX experience further with the launch of its third multiplex today at the famous landmark of Vizag's cinema viewing experience – the Chitralayaa premises. INOX at Chitralayaa, is now open to guests with 3 screens and 635 seats.

Mr. Alok Tandon – CEO, INOX Leisure Ltd. said, "We are proud to bring in our third multiplex to the landmark Chitralayaa cinema. We hope to bring in the same spirit of movie viewing experience with INOX's state of art technology to the residents of Vizag. With the launch of these 3 screens at Chitralayaa, we will ensure that we continue to offer the INOX hospitality and the best movie-going experience to our guests in Vizag", he adds.

The movies showcased at INOX Chitralayaa in the opening week are RA RA KRISHNAIAH (TELUGU), KULFI (TELUGU), AUTONAGAR SURYA (TELUGU), BOBBY JASOOS (HINDI), LEKAR HUM DEEWANA DIL (HINDI), EK VILLAIN (HINDI), TRANSFORMERS: AGE OF EXTINCTION (ENGLISH 2D)

INOX at Chitralayaa is 3D enabled with 2K digital projectors and will screen a mix of Telugu, Hindi and English movies, all under one roof. Luxurious state-of-the-art seats including recliners with ample leg space, lush carpeting in the auditoriums, a spacious lobby; all backed by world-class hospitality makes it an outstanding movie experience. REFUEL, the in-house brand of theatre food, serves an extended menu of flavoured popcorn, hot and cold snacks, beverages and a variety of cinema food. Trained staff in Ushering, Box Office, Concessions and Housekeeping ensure a comfortable and pleasant experience. In addition to these facilities, a high standard of hygiene and security within the complex completes the loop in providing world-class comfort. For easy and convenient ticket booking INOX also offers online booking on our website www.inoxmovies.com and telebooking number – 2555100.

With the launch of the third multiplex here at Chitralayaa, INOX now has a total of 23 screens in Andhra Pradesh (7 screens in Vijayawada, 3 screens in Vizianagaram including 13 screens in Vizag). Nationally, INOX has 81 multiplexes & 316 screens in 44 cities across India.

LIVE THE MOVIE only at INOX!

For further information, please contact:

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