



July 11, 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., V R Surat Mall, Dumas Road, Magdalla, Surat- 395 007, Gujarat.

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 V R Surat Mall, Dumas Road, Magdalla, Surat- 395 007, Gujarat, having 8 screens and 1,795 seats commenced from today, i.e., Thursday, July 11, 2013.

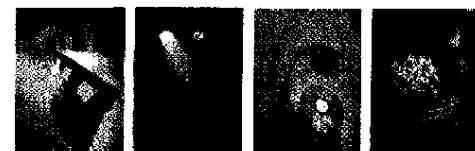
INOX is now present in 38 cities with 72 multiplexes, 284 screens and 78,160 seats.

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**





WORLD CLASS CINEMA EXPERIENCE NOW IN SURAT INOX OPENS AT VR SURAT, DUMAS ROAD

Surat, 11 July 2013: The World's diamond capital today witnessed some more sparkle with INOX launching its multiplex at VR Surat. With the launch of this multiplex in the city, INOX is now open to guests with 8 screens and 1795 seats. INOX additionally brings in its signature recliner lounge **INSIGNIA** to Surat which will cater to its guests for a luxury movie viewing experience.

Mr. Alok Tandon, CEO, INOX Leisure Ltd. said, "It's our privilege to launch INOX in this beautiful city of Surat. 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 VR Surat will screen a mix of Hindi, English and Gujarati movies besides movies in other Indian languages, all under one roof. REFUEL, the in-house brand of theatre food, will serve an extended menu of flavoured popcorn, hot and cold snacks, beverages and a variety of combo meals. Guests at INSIGNIA lounge which has a screen with 56 luxury recliners will enjoy gourmet food with personalized service and hospitality. 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 **Bhaag Milkha Bhaag**, **Lootera**, **Ghanchakkor**, **Raanjhnaa**, **Fukrey**, **Yeh Jawaani Hai Deewani (Hindi)** and **Despicable Me 2 (3D)**, **World War Z (3D)**, **Man of Steel (3D)** **The Heat (English)**.

Nationally, INOX has 72 Multiplexes & 284 screens in 38 cities.

LIVE THE MOVIE only at INOX!

For further information, please contact:

Nayana Borthakur	Giri Sharma
GM - Brand & Corporate Communications	
09920691831	
nayana.borthakur@inox.co.in	giri.sharma@inox.co.in