



20th May, 2011

National Stock Exchange of India Limited

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

Hand Delivery

Bombay Stock Exchange Limited

Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Hand Delivery

Dear Sir / Madam,

Sub: Commencement of Commercial Operations of our new Multiplex Cinema Theatre situated at R. D. Mall, 269 G. T. Road, Liluah, Howrah – 711204

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 R. D. Mall, 269 G. T. Road, Liluah, Howrah – 711204, commenced from today, i.e., Friday, 20th May, 2011.

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 6900, Fax : (91 22) 4062 6999, www.inoxmovies.com

Registered Office : ABS Towers, 2nd Floor, Old Padra Road, Vadodara 390 007. Tel (91 265) 6198111, Fax (91 265) 2310312





Howrah gets its 1st Multiplex at R.D. Mall, Liluah *Operates 33 screens in West Bengal*

Howrah, 20 May '11: After revolutionizing the way Kolkata watches movies, INOX Leisure Ltd. takes the INOX experience further today with the launch of its 1st multiplex in Howrah at R.D. Mall, Liluah. INOX, the pioneer of the multiplex culture in West Bengal now has 9 multiplexes in West Bengal including 4 in Kolkata.

INOX at R.D. Mall is now open to patrons with 3 screens and 843 seats.

Mr. Alok Tandon-CEO, INOX Leisure Ltd. said, "We have been at the forefront of the multiplex revolution in West Bengal with the highest number of properties in a single state. The people of Bengal are true connoisseurs of cinema and with their continued patronage we are confident to offer the best of INOX hospitality with convenient location, easy accessibility, state-of-the-art facilities and high-end technology".

The movies showcased at INOX – R.D. Mall in the opening week are NAUKADUBI, LUV KA THE END, 404, RAGINI MMS, STANLEY KA DABBA, PYAR KA PUNCHNAMA, & HAUNTED.

As with all INOX multiplexes, luxury is the corner stone at our multiplex in Liluah. Plush state-of-the-art seats with ample leg space, lush carpeting in the auditoriums, a spacious lobby; all backed by world class hospitality makes it a never seen before movie experience. For easy and convenient ticket booking INOX also offers online booking through our website www.inoxmovies.com and tele-booking facility through our number – 033-26547271.

Once at the cinema, the customer experience is further enhanced at '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.

With the launch of the 9th multiplex in West Bengal (4 multiplexes in Kolkata: INOX Forum, INOX City Centre, INOX Swabhum, INOX Rajarhat and 1 each in Darjeeling, Durgapur, Burdwan and Siliguri), INOX now has a total of 33 screens in the State. Nationally, INOX has 39 multiplexes & 147 screens in 26 cities.

LIVE THE MOVIE only at INOX!

For further information, please contact:

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