PVR strengthens its presence in Gujarat
~ Announces the largest PVR multiplex in Vadodara ~

Vadodara, 10th July 2015: Vadodara, a cultural, industrial and educational hub of Gujarat is one of the fastest developing cities of India. This diverse mix of customer base prefers to spend their leisure time with family and friends and therefore consider plush multiplexes, cinema halls, exhibitions and concerts as valuable entertainment options.

Realizing the growing demand for a premium entertainment hub in this market, PVR, India's largest cinema exhibition company, has launched the largest 7 screens multiplex in VED Trans Cube Plaza, one of the centrally located shopping arcade in Vadodara. With this newly launched multiplex, the screen count of PVR in Gujarat rises to 48 screens with total of 11 properties in the cities of Ahmedabad, Surat, Gandhinagar and now the third property in Vadodara.

On the occasion, **Mr Gautam Dutta, CEO, PVR Ltd** said**,** *"Vadodara being the third most populated city of Gujarat, has a wider audience with huge interest in watching world-class cinema at the best state of art facilities. We are delighted to open up the latest multiplex with the largest no. of screens in Vadodara. With this new launch, we ensure to deliver better and best services with advanced and latest technology***."**

Spread across an area of 49,600 sq ft, the multiplex is equipped with a seating capacity of 1,239 seats.

Mr Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd. said, *"Bearing in mind the growing demand of entertainment options in the city, PVR is all set to cater to the audience of the promising city of India. We hope to receive an overwhelming response from the people of Vadodara and strive to provide them an experience of luxurious and world class cinema watching experience."*

I would also like to thank IRIS Entertainment for providing us the prime location in the city to reach out to a wider audience. We look forward to many such associations with them in the future."

The newly launched cinema has a unique and contemporary design of Bollywood artwork and décor. Besides recliner seats in the auditoriums and wide range of F&B options, the cinema also offers an exceptional digital movie experience, 7.1 channel sound and 3D enabled screens to its patrons.

With this launch, PVR reaches a total count of 474 screens in 106 properties across 43 cities.

About PVR Limited

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PVR is the largest and the most premium film and retail entertainment company in India. Since its inception in 1997, the brand has redefined the way people watch movies in India. With this addition, PVR currently operates a cinema circuit comprising of 474 screens spread over 106 properties in 43 cities pan India. The company acquired the Cinemax properties in 2012 and currently serves 60 million patrons at PAN India level. Currently amongst the top 10 cinema companies in the world with respect to admissions per screen, PVR has entered the World Economic Forum's List of Fastest-Growing 'Global Growth Companies'.

For any further information, please refer to the enclosed link

http://www.pvrcinemas.com/corporate/about-us.aspx