

02nd October 2024

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Company Code: PVRINOX/ 532689

Sub: Opening of 5-screen multiplex at Alveal Fun Savvy Mall, Coimbatore

Dear Sir/Madam,

We are pleased to inform you about the opening of 5-screen multiplex at Alveal Fun Savvy Mall, Coimbatore, Tamil Nadu.

The 5 auditoriums feature comfortable Udine sliders ensuring a comfortable viewing experience. Each auditorium boasts a unique colour theme—ranging from red, golden, violet, and teal—creating a vibrant and engaging atmosphere. Four of the auditoriums are equipped with Next gen 3D system, 2k Next Gen projector technology and Dolby 7.1 sound, while one auditorium boasts DTS X sound, delivering superior sound quality for an unparalleled auditory experience.

With this launch, PVR INOX now operates the largest multiplex network with 1,750 screens across 357 properties in 111 cities (India and Sri Lanka).

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

Yours faithfully,
For **PVR INOX Limited**

Ajay Kumar Bijli
Managing Director
DIN:00531142

Encl: A/a.



PVR INOX LIMITED OPENS A 5-SCREEN MULTIPLEX IN COIMBATORE, TAMIL NADU AT ALVEAL FUN SAVVY MALL

~ Expands presence in Tamil Nadu with 24th cinema in the state, enhancing the cinematic experience in Coimbatore ~

National, 02nd October 2024: PVR INOX Limited, India's largest and most premium cinema exhibitor, announced the opening of a new 5-screen cinema at Alveal Fun Savvy Mall, Coimbatore. This marks PVR INOX's third cinema in Coimbatore and the 24th cinema in Tamil Nadu, expanding the screen count in the state to 144 screens and 20 screens in Coimbatore. Known as the second largest city in Tamil Nadu and often referred to as the "Manchester of South India" due to its thriving textile industry, Coimbatore remains a key market for PVR INOX's expansion strategy.

With this cinema opening, the company continues to reaffirm its position in South India, offering world-class cinematic experiences to audiences in the region.

Located at Alveal Fun Savvy Mall the new cinema features 894 seats spread across its 5 auditoriums, offering moviegoers an exceptional, immersive experience. With this launch, PVR INOX continues to enhance its footprint in Tamil Nadu, offering cutting-edge cinematic experiences to audiences in the region.

The new PVR INOX cinema at Alveal Fun Savvy Mall has been designed to offer a luxurious movie-watching experience, blending modern aesthetics with the latest in cinema technology. The multiplex features a striking pre-foyer, welcoming guests with a captivating entrance lobby that transitions from the outside world to a world of entertainment. The spacious layout ensures a seamless flow throughout the area, with dynamic screens showcasing the latest movie offerings.

At the heart of the foyer, the central concessionaire offers a vibrant and bold atmosphere, featuring rich materials and a modern aesthetic. The layered ceiling design and crystal embellishments enhance the overall grandeur of the space, ensuring a visually appealing environment for moviegoers.

The 5 auditoriums at PVR INOX Coimbatore feature comfortable U-dine sliders ensuring a comfortable viewing experience. Each auditorium boasts a unique colour theme—ranging from red, golden, violet, and teal—creating a vibrant and engaging atmosphere. Four of the auditoriums are equipped with Next Gen 3D system, 2k Next Gen projector technology, and Dolby 7.1 sound, while one auditorium boasts DTS X sound, delivering superior sound quality for an unparalleled auditory experience.

Speaking on the launch, Mr. Ajay Bijli, Managing Director, PVR INOX Limited, said, "We are thrilled to expand our presence in Coimbatore and Tamil Nadu with the launch of our third cinema in the city. Our commitment to providing a world-class movie-going experience remains strong, and we are confident that this new cinema will enhance the entertainment options available to the people of Coimbatore. The cinema's modern design and state-of-the-art technology ensure that audiences can enjoy films in the most immersive and luxurious setting possible."

PVR INOX

The new cinema adds another destination for movie lovers in Coimbatore, offering a premium environment for experiencing the latest blockbusters. From stylish interiors to cutting-edge sound and projection technologies, PVR INOX continues to redefine cinema entertainment in India.

Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited, added, *“We are delighted to unveil our newest multiplex in Coimbatore, a city that has always embraced high-quality cinema experiences. With this opening, we further strengthen our foothold in Tamil Nadu, bringing the best cinematic experience to our patrons. Our cinemas continue to be a part of the evolving landscape of entertainment, offering moviegoers an experience that goes beyond just watching films.”*

With its innovative design, immersive sound, and luxurious ambiance, PVR INOX at Alveal Fun Savvy Mall is set to become the premier destination for movie enthusiasts in Coimbatore.

About PVR INOX Limited

PVR INOX Limited is the largest film exhibition company in India with 1750 screens across 357 properties in 111 cities (India and Sri Lanka). Since their inception, both PVR and INOX have created iconic cinema brands with storied histories of achieving significant milestones and setting benchmarks in the film exhibition industry. With a collective heritage of transforming out-of-home entertainment in the country, the merged company offers a wide range of cinema services such as child-friendly audis, the latest screening technology, superior sound systems, a wide range of F&B offerings, film and non-film content, and an array of formats in the premium screen category. For further information, please visit: <http://www.pvrcinemas.com>

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