

28th March, 2016

**National Stock Exchange Limited**

Exchange Plaza, 5th Floor,  
Plot No. C/1, G Block,  
BandraKurla Complex,  
Bandra (East), Mumbai - 400 051  
Fax: 022-26598237/38

**BSE Limited**

Corporate Relationship Department  
1st Floor, New Trading Ring,  
PJ Towers, Dalal Street,  
Fort, Mumbai - 400 001  
Fax: 022-22723121/1278

**Company Code: PVR / 532689**

**Sub: Opening of Multiplex at "Logix City Centre, Noida"**

Dear Sir,

We take pleasure in informing you about the launch of our largest and most premium 15 Screen multiplex - PVR Superplex at Logix City Center, Noida.

This unique new property is equipped with four of the most sought after international formats - 4DX, IMAX, Gold Class, Playhouse, all under one roof. This is another great milestone that we will achieve after reaching the 500 screens threshold. Superplex is the most sophisticated and well-planned one-stop destination that will provide a holistic, spectacular family entertainment package. This also marks the launch of the first IMAX and the biggest Gold class, in north India.

We believe that this is the 2.0 version of cinema exhibition industry. Superplex would cater to an audience of 1,544 across its 15 screens that include three Gold Class, one IMAX screen, one 4 DX screen, nine mainstreams (two screens with Dolby Atmos) and one dedicated screen with special seating arrangements for kids- Playhouse.

With this launch, PVR will have a screen count of 516 screens at 112 properties in 46 cities, serving approx 70 million patrons annually.

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking you,

For **PVR Limited**

  
**Pankaj Dhawan**  
**Sr. VP-Secretarial**



**PVR launches the magnum opus of the multiplex industry  
PVR 'Superplex'  
at  
Logix City centre**

~With maximum movies, more show options – Superplex will be a new benchmark in the movie going experience ~

Glittering array of stars light up opening night!

**New Delhi/ Noida, 27<sup>th</sup> March, 2016:** PVR, a name synonymous with credibility, innovation and most refined cinema-viewing experiences, is proud to launch the largest and most premium concept to India- the Superplex, at Logix City Center, Noida.

Soon after reaching the 500 screens threshold, PVR is all set to offer a host of international formats including IMAX, 4 DX, Atmos, Gold Class and Playhouse- all under one roof for the very first time in India. Superplex is the most sophisticated and well-planned one-stop destination that will provide a holistic, spectacular family entertainment package. This also marks the launch of the first IMAX in North India.

At the Superplex launch on Sunday 27<sup>th</sup> March, 2016, Bollywood stars, industry leaders, movers and shakers from the world of business, finance, arts and entertainment made their dazzling presence felt at one of the year's most glittering events. India's consummate 'Action Man' John Abraham launched the 4DX- a perfect format for action movies from a star who has acted in stellar action hits like *Madras Café*, and *Force*. The launch also saw the cast of the uproarious comedy drama '*Ki and Ka*' present to participate in the celebrations. The film stars Kareena Kapoor, Arjun Kapoor and the director of the movie, R. Balki, ('*Cheeni Kum*', '*Paa*') inaugurated the Gold Class auditoriums, the biggest Gold class in north India.

- ❖ PVR launches its first property in Noida
- ❖ Introduces first IMAX in North India
- ❖ The best cinema formats all under one roof- Gold Class, 4DX, IMAX, Dolby Atmos and special auditorium for kids- Playhouse
- ❖ Continuous screening of movies throughout the day
- ❖ Wide range of gourmet food options at PVR Superplex

Among the most striking auditoriums at Superplex, is the one specially designed for kids- the aptly named Playhouse. Mascots from the smash hit kid's movie '*Kungfu Panda 3*' made their boisterous, energetic presence at an auditorium that has, among other things, slides for children to whizz along and never-seen-before seating arrangements.

Also present at the celebrations were **Mr Ajay Bijli, CMD, PVR Ltd, Mr Sanjeev Kumar Bijli, Jt MD, PVR Ltd and Mr Shakti Nath, CMD, Logix Group.**

A full-day carnival highlighted how Superplex would function on a daily basis. With screenings of diverse content throughout the day, the property provides Indian audiences with a cinema destination featuring maximum movies, more show options and a longer running duration.





Speaking at the launch, **Mr Ajay Bijli, Chairman and Managing Director, PVR Ltd**, said, *"It is a proud moment for all of us present today at the launch of Superplex. This is the 2.0 version of cinema exhibition industry. With 5 superb formats all at one stop; there is never a dull moment at Superplex. We are excited to give our patrons the most sophisticated movie viewing experience through international formats, most advanced technology and PVR's hospitality all under one roof."*

Considering India as a heterogeneous market, PVR has time and again come up with novel, international concepts for Indian audiences. With a vast spectrum of cinema formats like PVR Heritage, PVR Premier, PVR IMAX, PVR Director's Cut, PVR Gold Class, PVR Premiere and PVR Icon, PVR now ventures into the next level of cinema viewing, clubbing all the formats with the Superplex.

The Superplex would cater to an audience of 1,544 across its 15 screens that include three Gold Class, one IMAX screen, one 4 DX screen, nine mainstreams (two screens with Dolby Atmos) and one dedicated screen with special seating arrangements for kids- Playhouse.

**Mr Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd**, added *"Superplex is the perfect solution to 'will I get a ticket' syndrome. 15 screens will give our patrons maximum movies, more show options and longer running duration; which means a chance to catch up on movies which were released earlier. All of this is at a great location- Logix City Center- which is a retail paradise of international brands and luxury, all of which that perfectly complements our brand."*

*"We are pleased that Logix Group has shown faith in PVR, and we promise to provide the best of all world formats with in- class infrastructure, unmatched technology and luxurious cinematic experience to our consumers."*

On the launch, **Mr Shakti Nath, Chairman and Managing Director, Logix Group**, said, *"Logix Group is proud to announce the launch of Logix City Center along with the unveiling of PVR Superplex. Spread over 6 acres, City Center has been designed to become India's premier shopping and entertainment hub and a destination in itself, housing the best of national & international retail brands, F&B outlets and movie experience making Noida the newest entertainment capital of the country."*

Constructed by Logix Group with a whopping cost of Rs1000 crore, City Center is a mixed use development spread in an area of 25,000 sq.meters with an exclusive shopping & entertainment area, 5 star deluxe hotel by Westin, offices and serviced apartments. Situated in the heart of Noida at Sector 32, it is one of the most prominently located commercial developments in the NCR owing to its easy accessibility via road & metro. It is a one stop destination for customers catering to their everyday as well as lifestyle needs. Besides being the host to one the most captivating movie experiences in India, it also has the largest HyperCity in North India, premium department stores by Shoppers Stop and Pantaloons as well as affordable fashion by MAX & Reliance Trends. The Gaming Vegas, a unique amalgamation of diverse offerings from kids soft play area to bowling alleys, redemption games, PS3/PS4 consoles etc. is a high activity recreational zone that would also double up as a pulsating party avenue, creating a major attraction for kids & youth alike. The 5th Avenue on the terrace level would be an oasis of greenery, offering a fresh & lively al fresco dining experience, with an array of experiential





F&B concepts, providing a gastronomic extravaganza amidst panoramic views of lush green landscapes and water bodies. Accented with fantastic flavors and warm hospitality, it would be home to some of the best fine dining restaurants, café, bars, lounges and clubs.

With its energy efficient design and professionally managed services Logix City Center is all set to create new benchmarks in shopping & entertainment experiences and become the most popular neighborhood destination in Delhi / NCR.

**About PVR Limited**

PVR is the largest and most premium film exhibition company in India. Since its inception in 1997, the brand has redefined the way entertainment is consumed in India. PVR currently operates a cinema circuit comprising of **516 screens at 112 properties in 46 cities**, serving approx. **70 million** patrons annually. For further information, please refer to the PVR website:

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

**About Logix Group**

Logix Group founded in Noida, India in 1997 has been the pioneer in setting up IT Parks & IT SEZs for IT/ITES industry in NCR and has established more than 25 such facilities.

Logix Group has a long list of satisfied national and international clients. The Group has delivered more than 4 million sqft of IT facilities by providing premium office facilities for software development centers, back offices, operations and call centers. Logix is dedicated to providing a complete infrastructure solution by fulfilling its commitment towards the environment by creating Green Buildings for its clients helping them operate at their optimum efficiency by focusing on their core competence.

The Group has diversified into the residential sector with the following projects 'Blossom County', 'Blossom Greens' & 'Blossom Zest'. A world class 'Sports City' in sector 150 and a integrated township in Yamuna Expressway. Meticulously designed, these projects will house about 15,000 units offering a wide range of living avenues to the home buyers from studio to 2,3,4 BHK apartments, penthouses and plotted developments.

Logix has some of the best FDI investors namely APOLLO, TAIB and ICICI Prudential. The group has a JV with ITC for a luxury hotel in Noida. Logix has set a new benchmark in commercial projects with one of the largest integrated destinations for retail cum entertainment, hospitality & corporate offices 'Logix City Center' at Sector 32 Noida.

Logix is committed to maintain and expand its tradition of 'excellence through quality', through its indomitable will and resolve to invent and create new avenues for those who believe in changing challenges into opportunity.

[www.logixgroup.in/aboutus-overview.asp](http://www.logixgroup.in/aboutus-overview.asp)

**For more information please contact:**

Silky Chopra, 9650303863/ Aditi Chatterjee, 9871321190/ Vaini Mehra, 9582832380

