

13th February, 2018

National Stock Exchange of India Limited

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Company Code: PVR / 532689

Sub: Opening of Multiplex at "Hitech-City, Next Galleria in Hyderabad"

Dear Sir,

We are pleased to inform you the opening of 5 screens multiplex at Hitech-City, Next Galleria in Hyderabad. This multiplex is equipped with 4K projection system, next-generation 3D-enabled screens and 7.1 Digital Dolby surround sound in all auditoriums.

With this launch, PVR now operates the largest multiplex network with **617 screens at 133 properties in 51 cities.**

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

For **PVR Limited**



Pankaj Dhawan
Company Secretary

Encl: A/a



PVR Cinemas launch Hyderabad's first 'PVR ICON'

An opulent 5 –screen iconic multiplex with advanced technology!

Hyderabad, 13th February, 2018 — PVR Cinemas, the largest cinema exhibition company in the country launched an all-new 5 screen iconic multiplex in Hyderabad today. Located at Hyderabad Next Galleria @ Hitech-city, the multiplex stands unmatched as a distinctly unique cinema with best interiors and rich technological features. With the opening of '**PVR ICON**'; the company stands at **5 properties and 28 screens** in the state of Telangana; augmenting its presence in the Southern Region of the country to **147 screens in 22 properties**.

Accentuating PVR's strategic positioning of multiplexes; the brand new PVR Hitech-city stands along the Hyderabad metro line that runs through the populous areas of the city; making it conveniently accessible for all.

The design of this multiplex stems from an art deco interior style with customized candelabra like chandeliers and intricately detailed walls and ceiling panels bring the grandeur into the cinema. It is spread across an area of 28,456 sq. ft. with a capacity to seat **936 audiences**.

In addition to the palatial interiors, the multiplex is also equipped with best in-cinema technology including **Dolby ATMOS** digital surround sound, **4K projection system** and **Next Generation 3D** screens. Luxurious seating in the foyer, plush **recliner seats**, and expanded **gourmet dining menu** exhibits the makings of a splendid cinematic experience.

At the opening, Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd. said, "With this launch we are aiming to change the way cinema is perceived in the city. Our patrons in Hyderabad will now have another platform to experience world class cinema with cutting edge technology. On behalf of PVR cinemas, I would also like to thank the management of Hyderabad Next Galleria @ Hitech- city for providing a strategic location to cater the city's audience."

Speaking on the occasion, **Mr. Gautam Dutta, CEO, PVR Cinemas** said, *"We are delighted to extend our presence in the southern region with an iconic multiplex in Hyderabad. The cinema in Hitech- city is an exemplary first of its kind property with state of the art infrastructure and with varied range of culinary options all under one roof. We strive to offer the best cinematic experience to our patrons and in making PVR Cinemas their preferred entertainment destination."*

With the launch of Hyderabad's first 'PVR ICON', the company continues its growth momentum in the current fiscal year with a total of **617 screens at 133 properties across 51 cities in India**.





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 the country. PVR currently operates a cinema circuit comprising of **617 screens at 133 properties in 51 cities across (19 states & Union Territories)**, serving approx. **75 million** patrons annually.

For further information, please visit us at <http://www.pvrcinemas.com/corporate/about-us.aspx>
Share your feedback at feedback@pvrcinemas.com

For media queries, please contact:

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