

14th February, 2018

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla 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 "Next Galleria, Panjagutta in Hyderabad"

Dear Sir,

We are pleased to inform you the opening of 8 screens multiplex at Next Galleria, Panjagutta 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 **625 screens at 134 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 cum Compliance Officer

Encl: A/a



PVR Cinemas inaugurate an 8-Screen multiplex in Hyderabad city

~Introduces Telangana's first "PVR Playhouse" theatre at Hyderabad Next Galleria, Panjagutta~

Hyderabad, 14th February 2018 — PVR Ltd., the largest cinema exhibition chain in India celebrates the grand opening of their brand new **8-screens** multiplex at Hyderabad Next Galleria in Panjagutta. While representing PVR's **6th location** in the city, it delivers on the commitment to constantly introduce its patrons to the best cinematic experience.

Spread across a built up area of 37,800 sq. ft., the multiplex seats **1278 customers** in 8 auditoriums. Offering cutting-edge cinema viewing experience, this new property takes PVR's total tally to **36 screens at 6 locations in Hyderabad; augmenting company's growth in South India with 155 screens at 23 properties.**

PVR Panjagutta has introduced state's first '**Playhouse**: PVR's unique kids' auditorium concept in one of the 8 auditoria. It is a child friendly theatre with **aqua theme, animated wall art** having a mix of **frog chair rows** in the front, cushioned **bubble chairs** at the back and mainstream seats in the middle. Also, an in-audi **water-snake slide** encourages the kids to be at their playful best. In addition to this, the multiplex is further equipped with best in-cinema technology including **Dolby ATMOS** digital surround sound, **4K projection** system along with **Next Generation 3D screens**. The theater creates an immersive and wholesome movie watching experience with **recliner seats** and a wide range of **gourmet delicacies** at differentiated concessionaires catering to the taste buds of all cinema goers.

"PVR Panjagutta is located in a huge and plush mall embraced within the Hyderabad Metro line. Situated in a busy commercial area well known as a software training hub; it stands in absolute synergy with city's brand projection as the nation's technology center. On behalf of PVR cinemas, I would like to thank the mall management for providing a strategic location to cater the city's audience. It indeed is an encouraging step towards strengthening our presence in the southern market." stated **Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd.**

Speaking on the occasion, **Mr. Gautam Dutta, CEO, PVR Cinemas** said, *"We are delighted to open our 6th property in Hyderabad with the unveiling of PVR Playhouse. In India, a special cinema format dedicated to children is rare to find, hence we came up with a completely amazing and dedicated theatre to play content suitable for viewing by children. Given the mix of right demographics and an appetite of high-quality viewing experience, we are confident that our efforts will be appreciated. We are extremely thrilled to offer movie aficionados the finest cinematic experience in the city."*

With this launch, PVR continues its growth momentum in FY 2017-18 with **625 screens at 134 properties in 51 cities.**





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 **625 screens at 134 properties in 51 cities (19 states & UTs)**, serving **75 million** patrons annually.

For further information, please refer to the PVR website:

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

Share your feedback at: feedback@pvrcinemas.com

For media queries, please contact:

PVR:

Silky Chopra | Avian Media | M: +91 9650303863 | E: silky@avian-media.com

Astha Jain | Avian media | M: +91 8130772863 | E: asthajain@avian-media.com

