

25th July, 2018

National Stock Exchange of India Limited

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Company Code: PVR / 532689

Sub: Opening of Multiplex at Garuda Mall in Mysuru

Dear Sir,

We are pleased to inform you the opening of 4 screens multiplex at Garuda Mall in Mysuru. This multiplex is equipped with 2K projection system along with Dolby Digital 7.1 surround sound and next generation 3-D enabled screens.

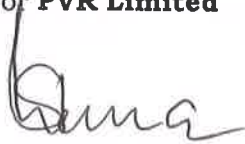
With this launch, PVR now operates the largest multiplex network with **634 screens at 136 properties in 53 cities.**

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 Opens its first Multiplex in Mysuru

Crosses the 160 screens mark in Southern India with this 4- screen multiplex at Garuda Mall

Mysuru, 25th July, 2018: PVR Cinemas, country's' largest cinema exhibition chain inaugurated its first -screen multiplex in Mysuru today. Located at Garuda Mall and featuring state-of-the-art cinema projection and immersive audio technologies, it is well-equipped to deliver the most exciting and cinematic experience to movie-goers in the city. With this launch, PVR boasts a total screen count of **89 screens across 12 properties** in the state of Karnataka and a screen count of **164 screens at 25 properties** in Southern India.

Centrally located in the heart of the city, the property is spread across an area of 29,500 sq. ft. and can seat **948 audiences** in its four auditoriums. The brand new multiplex offers world class cinematic features including 2K projection system along with Dolby Digital 7.1 surround sound and next generation 3-D screens bringing an exceptional digital movie experience with excellent visuals and audio quality.

*At the opening, **Mr. Ajay Bijli, Chairman and Managing Director, PVR Ltd.** said, "South has been a very successful market for us. We are going bullish in terms of expansion in the region as the market is ripe; people are ready to consume different programming mix. We envision huge footfalls to our multiplex owing to this one- stop destination mall that brings in popular brands under one roof. Garuda Mall is a renowned name in the industry and we look forward to a resounding association."*

Speaking on the occasion, **Mr. Gautam Dutta** said, *"We are absolutely delighted to bring the PVR experience to our discerning patrons in Mysuru. As the leading cinema chain in India, we remain strongly committed in offering the best-in-class cinema with in-house technologies for an ultimate cinematic experience with the finest visuals and audio. Our latest cineplex in Mysuru will surely enable us to draw in the crowds from Mysuru and neighboring areas,"*

PVR Garuda has been designed as a heritage property with features such as double jali design on the fascia of concessions and box office for a royal feel and look. Also, a wide range of gourmet delicacies further complement the offerings of the multiplex. While the central location of the property provides ease of access; the cinema offering steps up to serve its patrons with an instant ticketing solution, the Quick Tix, for added convenience to the customers. Furthermore, patrons can also avail the facility of redeeming PVR gift cards and attain a privilege membership at the cinema.

With this opening, PVR stands at a total screen count of **634 screens at 136 properties in 53 cities.**

About PVR Limited

PVR is the largest and the 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 **634 screens at 136 properties in 53 cities** (19 states & UTs), serving **76 million patrons annually**. While the total screen tally of the company stands at 625; PVR offers an array of formats with premium screen category, which stands at 36 screens of Gold Class, 07 of IMAX, 08 of 4DX, 04 of PXL and 04 of Playhouse across the country.



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

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