11th December, 2015

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Fort, Mumbai - 400 001
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Company Code: PVR / 532689
Sub: Opening of Multiplex at "Velachery, Chennai"

Dear Sir,

We are pleased to inform you the opening of PVR's another Multiplex at **"Velachery"** in Chennai..

PVR's five screens Multiplex enabled with 2K Christie Digital projection, Dolby digital 7.1 surround sound, 3D enabled screens and state of the art technology and a wide range of F&B has become operational from 11th December, 2015.

With the opening of this Multiplex at "Velachery, Chennai", the total screens count has gone upto 482 Screens at 108 Locations across 44 Cities in 15 States and 1 Union Territory.

The opening of this prestigious Cinema is a part of PVR's organic growth strategy of PAN India expansion and increasing its presence in major cities.

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking you,

For PVR Limited

PVR LIMITED PVR

Pankaj Dhawan
Sr. VP – Secretarial
Membership No.- F-3170
Address - 23C, Pocket – J & K,
Dilshad Garden, Delhi – 110092

PVR Cinemas strengthens its presence in South India

Launches its 2nd multiplex in Chennai at Velachery

Chennai, December 11, India: PVR Cinemas, India's largest cinema exhibition chain, announces the launch of its 5 screens multiplex at The Grand Mall, Velachery, Chennai. After receiving a tremendous response from its debut multiplex at Ampa Mall, PVR brings yet another premium platform to provide next level of cinematic experience to the city. With this opening, PVR now stands at a screen count of 482 screens at 108 properties pan India across 44 cities.

The newly launched property in the region is spread over an area of 50,000 sq ft with a capacity of 1275 seats. With this launch, the multiplex chain strengthens its presence in southern India with 110 screens in 17 properties.

Speaking on the occasion, **Mr. Gautam Dutta, CEO, PVR Cinemas** said, *"We have received an overwhelming response from the audience here and we are even more enthusiastic to launch our second multiplex in Chennai. South is an essential market and we have made constant endeavors to reach out to the movie lovers in the city. We have left no stones unturned to bring them an experience filled with convenience, comfort and the best cinematic experience."*

The opening of this multiplex has been designed understanding the market and every other aspect of cinema viewing in Chennai. The artwork in the foyer is a collage of iconic conversations from movies that defined trends in Kollywood; it is a tribute to Tamil cinema.

PVR has always maintained its bench mark by offering the best to its audience. Raising the bar for movie watching experience, PVR has added different palates to its food section, bringing innovation to its offerings while upgrading its quality to international standards. The cinema also boasts of 2K Christie Digital projection, Dolby digital 7.1 surround sound, 3D enabled screens and state-of-the-art technology.

Mr Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd. said, *"As we aim to excel in our domain by providing movie connoisseurs with a premier experience, we feel pleased to launch our second property in Chennai. We would like to thank the mall developer, PSR Associates for giving us the perfect location which is strategically positioned and stands as one of the most prominent hubs attracting huge footfalls. We are very hopeful to receive a similar positive response from the audience here for our second multiplex as well."*

PVR, with its robust expansion plans aims to cross the mark of 500 screens this year with the motive of providing patrons an international experience of movie watching.

About PVR Limited

PVR is the largest and the most premium film and retail entertainment company in India. Since its inception in 1997, the brand has redefined the way people watch movies in India. PVR currently operates a cinema circuit comprising of 482 screens spread over 108 properties in 44 cities pan India and serves 66 million patrons at the pan India level.

For further information, please refer to the PVR website:

Website http://www.pvrcinemas.com/

PVR LIMITED PVR