

October 08, 2025

**The Manager – Listing  
National Stock Exchange of India Limited  
(Scrip Symbol: PVRINOX)**

**The Manager – Listing  
BSE Limited  
(Scrip Code: 532689)**

**Sub: Opening of India’s First-Ever Luxury Dine-In Cinema at M5 ECity Mall in Bengaluru.**

Dear Sir / Madam,

We are pleased to share that PVR INOX has launched India’s first luxury dine-in cinema at its recently opened multiplex at M5 ECity Mall in Bengaluru, Karnataka. This marks a milestone for the Company and for India’s film exhibition landscape, introducing a concept where blockbuster films meet chef-curated gourmet dining within the auditorium itself.

Please find enclosed the copy of the Press Release titled as “PVR INOX sets the Stage with India’s First-Ever Luxury Dine-In Cinema at Bengaluru’s M5 ECity Mall”, released by the Company.

You are requested to kindly take the same on record and inform all concerned.

Yours sincerely,  
For **PVR INOX Limited**

**Murlee Manohar Jain  
SVP - Company Secretary  
& Compliance Officer**

Encl: A/a.



## PVR INOX SETS THE STAGE WITH INDIA'S FIRST-EVER LUXURY DINE-IN CINEMA AT BENGALURU'S M5 ECITY MALL

~ A historic first for India and Bengaluru, where blockbuster films meet chef-curated gourmet dining, creating a landmark cinematic experience that redefines movie-going. ~

**National, 08 October, 2025:** PVR INOX, after recently opening its newest 8-screen multiplex at M5 ECity Mall, Bengaluru, is **introducing India's first dine-in cinema**—a first-of-its-kind experience where blockbuster films meet gourmet dining. This format transforms the cinema into a lifestyle destination, giving audiences the freedom to enjoy chef-curated meals in-seat, without stepping out of the auditorium or even purchasing a movie ticket.

The **dine-in concept** at M5 ECity Mall is built around the idea that cinema should be more than a film—it should be a complete evening of entertainment, food, and comfort. Guests can choose from a range of curated in-house F&B brands, each designed to enhance the cinematic journey:

- **Crosta** serves artisanal pizzas and baked delights, crafted with premium ingredients and care, inspired by Italian craftsmanship and modern urban cafés.
- **Cine Café** presents coffees, teas, and bite-sized treats in a café-style environment, creating a social hub for moviegoers before and after shows.
- **Dine-In** elevates cinema-going into a luxury hospitality experience, combining in-seat gourmet meals with films for a seamless entertainment journey.
- **Steamestry** offers healthy, light, and flavourful steamed delicacies, inspired by Asian dim sums and modern wellness dining trends.
- **Wokstar** specializes in quick, stir-fried Asian comfort food served hot and fresh, drawing inspiration from vibrant street food culture.
- **In-Between** offers wraps, burgers, sandwiches, and bowls for a quick yet satisfying meal, perfect for snacking between shows.
- **Frytopia** focuses on fun, indulgent fried foods with bold flavors, ideal for sharing and enhancing the movie experience.
- **Dogfather** serves creative, flavour-loaded hot dogs, turning a casual snack into a gourmet cinema treat.
- **Local Street** highlights regional flavors, bringing authentic local cuisine to the multiplex and ensuring there is something for every palate.

From the moment guests enter, the space encourages a **social and lifestyle experience**. Lounge-style foyers with café seating allow visitors to relax before or after a film, making it as much a destination for food lovers and friends as it is for movie enthusiasts. **In-seat dining** within the auditorium ensures that premium meals can be enjoyed without missing a moment of the movie, turning each screening into a fully immersive experience.

At the heart of this property is **Youthification**, PVR INOX's future-ready approach for young, digital-first audiences who seek more than just films. This concept brings together **gaming zones**, **kids-first formats**, lounge-style foyers, and curated food experiences, creating a destination



where cinema becomes a lifestyle. Whether it is enjoying interactive VR/AR stations, relaxing in CLUB - luxury auditorium, or exploring innovative dining options, every element is designed to connect with today's audiences in meaningful ways.

**Mr. Ajay Bijli, Managing Director, PVR INOX Limited** *“With the launch of our new multiplex at M5 ECity Mall, we are inviting audiences to experience cinema in an entirely new way. From India’s first dine-in auditorium restaurant to immersive technology and thoughtfully curated food experiences, this property brings everything our guests love under one roof. It is a space designed to celebrate films, lifestyle, and shared moments—making every visit a unique and memorable experience”*

**Mr. Aamer Bijli, Lead Specialist – Innovation, Film Marketing & Digital Programming, PVR INOX,** added, *“With M5 ECity Mall, we wanted to reimagine what a cinema can be. This is not just about watching films, it is about spending time well—sharing a meal, gaming with friends, relaxing in lounge spaces, and enjoying the best technology on screen. By bringing India’s first dine-in auditorium restaurant and a range of unique food formats under one roof, we are creating a destination where entertainment, dining, and lifestyle come together seamlessly.”*

Beyond the food, the multiplex is equipped with **state-of-the-art cinema technology**. Every auditorium features **Dolby Atmos, DTS:X, Dolby 7.1 surround sound, and 4K Laser projection**. The **Big Pix** auditorium houses a large **4K Laser projection system** integrated with **RealD 3D**, delivering visuals at a scale and clarity that few theaters can match and the **Samsung ONYX LED screen takes the Dine-In experience even further**. Luxury auditoriums like CLUB combine next-level comfort with advanced technology, creating spaces where the audience can fully lose themselves in the story on screen.

By combining innovative dining, immersive technology, and thoughtful design, the M5 ECity Mall multiplex is changing the way people experience cinema. It creates a destination where the audience can choose how they want to enjoy their time—whether it is a luxurious in-seat meal, a casual coffee and snack, or a night out with friends exploring multiple F&B formats.

This launch marks PVR INOX’s 580th screen in South India and adds to its total of 1,757 screens across 353 properties in India and Sri Lanka. With this dine-in cinema, PVR INOX continues to set a new standard, redefining the movie-going experience for the next generation.

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#### **About PVR INOX Limited**

PVR INOX Limited is the largest film exhibition company in India with 1757 Screens across 353 properties in 111 cities (India and Sri Lanka). Since their inception, both PVR and INOX have created iconic cinema brands with storied histories of achieving significant milestones and setting benchmarks in the film exhibition industry. With a collective heritage of transforming out-of-home entertainment in the country, the merged company offers a wide range of cinema services such as child-friendly audis, the latest screening technology, superior sound systems, a wide

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range of F&B offerings, film and non-film content, and an array of formats in the premium screen category.

For further information, please visit: <https://www.pvrcinemas.com/>

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