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National Stock Exchange of India Limited

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Company Code: PVR / 532689

**Sub: Opening of 6 - Screen multiplex, Forum Galleria Mall at Rourkela,
Odisha**

Dear Sir,

We are pleased to inform you the opening of 6 screen multiplex in Forum Galleria Mall at Rourkela, Odisha.

The cinema is equipped with cutting-edge cinematic technologies including 2K RGB+ Laser projectors for ultra-high resolution and brightest images, Next-Gen 3D screens for visibly deeper 3D content and Dolby 7.1 for an unparalleled surround sound experience.

With this launch, PVR now operates the largest multiplex network with of 854 screens at 173 properties in 74 cities (India and Sri Lanka).

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

For **PVR Limited**


Mukesh Kumar
SVP – Company Secretary
& Compliance Officer



PVR LIMITED

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PVR Cinemas opens its first multiplex in the state of Odisha

~Marks its debut with a 6-screen property in the Steel City Rourkela~

National, 14th April'22: PVR Cinemas, the largest and most premium film exhibition company in India, announced the launch of its **first multiplex in the state of Odisha at Rourkela**. Strengthening its footprints across key markets, the newly launched 6-screen property at **Forum Galleria Mall** is integrated with best-in-class theatrical solutions and a host of personalized hospitality services to offer an immersive and seamless cinematic experience. With this opening, PVR Cinemas marks its debut in the state of Odisha and consolidates its foothold in the **East with 51 screens across 12 properties in 5 states**.

Located in the steel city of Odisha, the new property has a total seating capacity of **987** audiences and has last row imported recliners with leatherette upholstery, USB charger, swivel table for dine-in convenience providing utmost comfort to guests. In addition, a wide range of gourmet delicacies served in the luxury of comfortable recliners further adds to the property's unique offerings. The central location of the cinema in the heart of Rourkela city ensures wide connectivity and easy access to cinegoers.

Styled in modern design language with sophisticated material finishes provides a look of elegance and luxury to the multiplex. A visually stunning foyer with trapezoidal shaped chandeliers gives a sense of grandeur and provides a warm and welcoming ambience. To provide an unparalleled captivating and immersive experience, the 6-screen property is equipped with cutting-edge cinematic technologies including 2K RGB+ Laser projectors for ultra-high resolution and brightest images, Next-Gen 3D screens for visibly deeper 3D content and Dolby 7.1 for an unparalleled surround sound experience.

Commenting on the announcement, Mr. Ajay Bijli, Chairman and Managing Director, PVR Limited said, *"Our endeavour is to craft new experiences and innovation for movie lovers across the country. We are extremely delighted to introduce PVR Cinemas in the state of Odisha, which reiterates our commitment to strengthen our presence beyond metro cities. We are consciously foraying into the rapidly expanding sub-urban markets to address the growing demands for the big-screen experience. With a strong film line up and a huge pent-up demand from movie connoisseurs, we are ready to welcome audiences to our safe and secure cinemas for an unmatched movie-viewing experience".*

"India is fast evolving as the hospitality capital of the world and we at PVR are trying to reinvent and redefine the cinema experience for our patrons so as to provide them with a memorable one each time every time they visit us. Setting our foot in East India with this cinema in Forum Galleria Mall, Rourkela, we are looking forward to expand our footprint in Odisha with more cinemas coming up in Bhubaneswar and Rourkela in the near future. We are looking forward to delighting our customers with the choicest of F&B offering alongside the best of Hollywood, Bollywood and regional cinema and do hope to become their preferred option for out of home entertainment. Welcome aboard to a world of comfort, luxury, convenience and happy memories", **said Mr. Pramod Arora, Chief Growth and Strategy Officer, PVR Limited.**



With this launch, PVR strengthens its growth momentum in FY 2022-23 with **854 screens at 173 properties in 74 cities (India and Sri Lanka).**

About PVR Limited

PVR is an industry leader in India in the film exhibition business dedicated to delivering the best possible cinematic experiences to different audience groups currently operating 854 screens across 173 properties in 74 cities (India and Sri Lanka) and serving over 100 million patrons annually. Since its inception in 1997, the brand has redefined the way out-of-home entertainment is perceived in the country. The Company offers a wide range of cinematic services such as child friendly audis, the latest screening technology, in-seat food services, diverse content for regional movie goers, an array of formats in the premium screen category such as Director's Cut, LUXE, Sapphire, IMAX, 4DX, P[XL], Playhouse, PVR Onyx and an inclusive cinema experience for everyone.

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

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