

March 20, 2026

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

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

**Sub: Opening of 4-screen Multiplex at Anjana Central, Agra, Uttar Pradesh**

Dear Sir / Madam,

We are pleased to inform you about the opening of 4-screen Multiplex at Anjana Central, Agra, Uttar Pradesh developed under the Company's **Franchise Owned Company Operated (FOCO) model**.

The cinema features RGB Laser projection, Dolby 7.1 sound system with HARMAN (JBL) speakers, and a next-generation 3D system across four auditoriums.

With this launch, PVR INOX now operates the largest multiplex network with 1,799 screens at 359 properties in 114 cities (India and Sri Lanka). Copy of press release is enclosed.

This is for your information and to all concerned.

Yours sincerely,  
For **PVR INOX Limited**

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

Encl: A/a.



## **PVR INOX REDEFINES AGRA'S CULTURAL LANDSCAPE WITH LANDMARK CINEMA DEBUT UNDER FOCO MODEL WITH *DHURANDHAR: THE REVENGE***

~ 4 Screens, 503 Seats Including 89 Recliners: PVR INOX brings a new era of moviegoing to Agra with premium cinema immersive technology, RGB Laser Projection, Dolby 7.1 Sound, Next-Generation 3D, and café-inspired social spaces ~

**National, MARCH 20, 2026** – PVR INOX Limited, India's leading cinema exhibitor marks its grand entry into the City of Love with a premier 4-screen multiplex at Anjana Central, located at MG Road, opening with *Dhurandhar: The Revenge*. This opening represents a major step forward for the city's lifestyle, blending Agra's world-famous heritage with the premium cinematic standards that define the PVR INOX brand.

The launch will support the region's growing economic profile. By bringing a flagship national brand to Agra, PVR INOX will contribute to the momentum of the state's \$1 Trillion economic vision. This investment reinforces the city's role as a key driver of a modern retail and entertainment landscape.

For generations, this region has been the heart of India's creative pool, producing the legendary talent and voices that have shaped the Indian cinema industry. By bringing PVR INOX to Agra, the company will deliver a "masterpiece" venue that finally matches the iconic stature and culture of the city. Moving away from traditional designs, the property will offer a "social hub" cinema experience.

The cinema interiors will feature a calm, café-inspired palette of beige and deep greens, with natural greenery thoughtfully integrated across the foyer and concession areas to create a peaceful escape from the city's hustle. The property also features a fluid spatial layout that ensures a seamless transition between auditoriums, waiting lounges, and food & beverage zones, enhancing the overall guest journey.

The cinema will feature RGB Laser projection, a Dolby 7.1 sound system with HARMAN (JBL) speakers, and a next-generation 3D system across four auditoriums. Each auditorium has been designed with distinct colour themes in shades of green, blue, and grey, complemented by fabric-finished side walls and elegant cove lighting, enhancing both acoustics and visual ambience. With signature recliners and a curated gourmet menu served in a café-style social setting, the multiplex is designed to offer a refined and immersive moviegoing experience.

Beyond serving local residents, the new multiplex will solve a major gap in the Agra travel experience. While millions of global tourists visit the Taj Mahal, many leave the city early due to a lack of high-end evening options. This premium venue will provide a world-class nightlife choice, encouraging visitors to stay longer and support local hotels and businesses.

The project also focuses on empowering the local community. Through the Franchise-Owned Company-Operated (FOCO) model, PVR INOX will partner directly with local business owners to ensure economic growth stays within the city. Additionally, the multiplex will create professional career paths for Agra's youth in hospitality and technical management.

**Mr. Pramod Arora, CEO – Growth & Investment, PVR INOX Limited**, said, "Agra marks an important step in our expansion into emerging urban markets where audiences are increasingly seeking premium, experience-led entertainment. Through our FOCO model, we can combine strong local partnerships with PVR INOX's world-class cinema expertise, bringing immersive technology, thoughtfully designed spaces, and elevated hospitality to the city. This multiplex reflects our vision of creating vibrant entertainment destinations that align with the aspirations of modern audiences while contributing to local economic



growth, job creation, and skill development."The new PVR INOX multiplex at Anjana Central is set to redefine how Agra experiences the magic of the big screen, offering a premium destination where cinema, culture, and community come together.

With this opening, PVR INOX Limited now operates 147 screens across 29 properties in Uttar Pradesh and 483 screens across 102 properties across North India, making PVR INOX the country's largest film Exhibition Company, operating 1,799 screens across 359 properties in 114 cities in India and Sri Lanka.

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### **About PVR INOX Limited**

PVR INOX Limited is India's largest film exhibition company, operating 1,799 screens across 359 properties in 114 cities in India and Sri Lanka. Formed through the merger, in 2023, of two of the country's most established and widely recognized cinema brands, PVR Limited and INOX Leisure Limited, the company represents the convergence of scale, operational excellence, and long-term creative vision. Operating as a unified platform, PVR INOX brings together deep industry expertise and a strong consumer-centric approach to deliver world-class cinema experiences.

PVR INOX continues to invest in continuous innovation, next-generation formats, and immersive experiences, enabling the seamless introduction of global content and storytelling to audiences across the region. Guided by international benchmarks and evolving audience preferences, the company remains committed to shaping the future of out-of-home entertainment in South Asia. Its portfolio spans thoughtfully designed child-friendly auditoriums, state-of-the-art projection and immersive sound technologies, a diverse and curated food and beverage offering, film and non-film programming, and an expansive suite of premium large-format screens.

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