

November 20, 2025

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

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

Sub: Opening of 6-screen multiplex at Elegante Unity One Mall, Netaji Subhash Place (NSP), Pitampura, Delhi

Dear Sir / Madam,

We are pleased to inform you about the opening of a 6-screen multiplex at Elegante Unity One Mall, Netaji Subhash Place (NSP), Pitampura, Delhi developed under the Company's **Asset Light Model**.

The cinema is equipped with state-of-the-art technology, including 4K Laser Projection, Dolby 7.1 Surround Sound, and luxurious recliner seating, delivering an exceptional fusion of visual brilliance, immersive acoustics, and ultimate comfort.

With this launch, PVR INOX now operates the largest multiplex network with 1,767 screens at 355 properties in 111 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 BRINGS CINEMAGIC TO DELHI FOR THE FIRST TIME!

AT ELEGANTE UNITY ONE MALL, NSP, PITAMPURA

~ PVR INOX introduces luxury cinema to Pitampura with a brand-new six-screen multiplex featuring 2 Luxe auditoriums, 1 P[XL], and 3 uniquely themed mainstream auditoriums — all set within Elegante Unity One Mall~

New Delhi 20th Nov 2025: PVR INOX Limited, India's largest and most premium multiplex chain, proudly announces the launch of PVR INOX CINEMAGIC, a state-of-the-art six-screen multiplex at Elegante Unity One Mall, Netaji Subhash Place (NSP), Pitampura, Delhi. Conceptualized as "A New Era Cinema Experience," this launch marks a significant milestone in redefining the movie-going experience — seamlessly integrating entertainment, retail, and lifestyle into one immersive destination.

The opening of this property also reflects the company's growing focus on its **Capital Light Model** of expansion, which includes both the Asset Light and FOCO formats. Cinemagic at Elegante Unity One marks the second cinema to be developed under the **Asset Light model**, where capex is jointly shared between the developer and PVR INOX. In parallel, the company continues to scale rapidly through the FOCO format as well, having opened 16 screens across four cinemas this year where the developer invests 100% of the capex while PVR INOX operates the cinema through a management-fee model.

The six-screen PVR INOX Cinemagic boasts a total of 792 seats, featuring 2 Luxe auditoriums, 1 P[XL], and 3 mainstream screens. Each auditorium is equipped with state-of-the-art technology, including 4K Laser Projection, Dolby 7.1 Surround Sound, and luxurious recliner seating, delivering an exceptional fusion of visual brilliance, immersive acoustics, and ultimate comfort.

Strategically located in Pitampura, one of Delhi's most vibrant and fast-growing neighborhoods, PVR INOX Cinemagic at Elegante Unity One stands out as a one-of-a-kind destination where cinema meets gastronomy. Beyond its world-class projection and sound, the multiplex offers an exceptional range of gourmet food and beverage experiences — from chef-curated menus to handcrafted beverages — redefining the way guests experience movies. Designed as more than just a cinema, it serves as a space to dine, unwind, and immerse in the finest cinematic indulgence.

The design concept reimagines the cinema as a holistic lifestyle journey. At its heart lies a sunlit central atrium, anchoring the spatial layout with a sense of openness and fluidity. Surrounding this core, the auditoriums radiate outward to create natural movement and visual connectivity. Guests are welcomed through a contemporary pre-function zone featuring a modern ticketing hub and curated lifestyle accessories. The main foyer unfolds into a vibrant casual gaming zone and the Luxe Lounge — an elegant social space designed for relaxed pre- and post-movie gatherings. The venue also features a perfumery and nail bar, allowing guests to indulge and unwind even without a movie ticket.



Mr. Ajay Bijli, Managing Director, PVR INOX Limited, said, *“We are delighted to introduce luxury cinema to Pitampura for the very first time with our new six-screen multiplex at Elegante Unity One Mall. This property embodies our belief that movie-going today is as much about the overall experience as it is about the film itself. Our aim was to create a space where guests can indulge in comfort, exceptional food, and thoughtful design—all coming together to make every visit truly memorable.”*

Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited, added, *“With this new property, we continue to redefine the future of urban entertainment in India. The design seamlessly integrates cinema, retail, and lifestyle into one continuous experience—inviting people to connect, unwind, and spend meaningful time together. Elegante Unity One Mall provides the ideal backdrop for this vision, and we look forward to establishing it as a vibrant cultural and social hub in Pitampura.”*

Mr. Aamer Bijli, Lead Marketing & Innovations, PVR INOX Limited, said, *“For today’s audiences — especially Gen Z and young millennials — cinema is no longer a single-purpose destination. It is a social experience, a place to gather, create memories, and engage with culture. With Cinemagic at Elegante Unity One Mall, we wanted to design a cinema that mirrors this shift. From curated F&B and gaming zones to lifestyle elements like a nail bar and perfumery, this space brings together entertainment, design and self-expression under one roof. Our goal is to build cinemas that function as modern social hubs — places where people come not just to watch a film, but to discover a lifestyle.”*

Each auditorium at PVR INOX Cinemagic is designed with a distinct visual identity, offering guests a unique and immersive sensory experience. The three mainstream auditoriums, accommodating 358 guests, draw inspiration from the elements — Forest, Galaxy, and Ocean — each featuring plush recliners in the last row for enhanced comfort. The P[XL] auditorium, defined by its rust and black palette and striking geometric wall panels, delivers a grand large-format cinematic experience for 298 guests. Completing the ensemble, the two Luxe auditoriums, adorned in warm brown and beige tones, are crowned by a stunning central chandelier and feature 136 luxurious recliner seats, epitomizing comfort and elegance.

The launch of PVR INOX Cinemagic at Elegante Unity One Mall, Pitampura underscores the brand’s unwavering commitment to design-led innovation and its mission to craft world-class cinematic destinations across India’s leading cities.

About PVR INOX Limited

PVR INOX Limited is the largest film exhibition company in India with 1767 Screens across 355 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 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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