

March 23, 2026

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

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

**Sub: Opening of 3-screen Multiplex at DLF Midtown Plaza, Moti Nagar, New Delhi**

Dear Sir / Madam,

We are pleased to inform you about the opening of 3-screen Multiplex at DLF Midtown Plaza, Moti Nagar, New Delhi.

The cinema is equipped with cutting-edge projection system, Dolby 7.1 surround sound system and a next-generation 3D system for 3D screenings.

With this launch, PVR INOX now operates the largest multiplex network with 1,802 screens at 360 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 WEST DELHI'S CULTURAL LANDSCAPE WITH LUXURY THREE-SCREEN MULTIPLEX AT DLF MIDTOWN PLAZA**

~A premium lifestyle destination in Moti Nagar featuring signature recliners, 4K Dolby visuals, and global gourmet flavors ~

**NEW DELHI, March 23, 2026** – PVR INOX Limited, India's largest and most premium multiplex chain, today announced the launch of its new three-screen multiplex at DLF Midtown Plaza in Moti Nagar. This strategic opening further strengthens the brand's footprint in the national capital and expands its presence across North India. Located at the intersection of West Delhi's most affluent residential areas, including Punjabi Bagh, Kirti Nagar, and Rajouri Garden, the property is positioned as an entertainment landmark for over 15,000 families positioning it as a convenient neighbourhood entertainment destination.

The multiplex houses three mainstream auditoriums with a total seating capacity of 414 seats, featuring premium recliner seating in the last two rows of each auditorium to ensure a sophisticated viewing experience. Each screen is equipped with a cutting-edge projection system that ensures sharp, vibrant visuals that bring every frame to life. Complementing this, the Dolby 7.1 surround sound system envelops audiences in rich, multidimensional audio, making them feel part of the story. For 3D screenings, the multiplex features a next-generation 3D system that offers exceptional depth and clarity, creating a captivating and lifelike viewing experience.

Designed to move beyond the traditional cinema format, the property introduces hospitality-inspired social spaces tailored to West Delhi's "outing" culture. The lobby is conceived as a lounge-style environment where natural greenery, layered textures, and warm lighting create a welcoming environment. Planters with lush foliage and ceiling-integrated lattice elements introduce organic design accents, blurring the boundaries between entertainment and high-end leisure.

The cinema features two food and beverage counters, which have been designed to accommodate high visitor footfall, offering guests a variety of refreshments to complement the movie-going experience. Tailored to West Delhi's vibrant social and culinary culture, the menu includes a selection of specialty snacks and signature gourmet offerings. Seating clusters featuring armchairs and sofa-style seating create comfortable waiting areas, allowing visitors to relax and socialize before entering the auditoriums.

The lobby design features metallic textures, wood-finish panels, matte white trims, and warm recessed lighting, creating a premium visual environment. Each auditorium features distinct colour themes in shades of green, blue and gold, complemented by fabric-finished side walls and elegant cove lighting that enhance both the acoustics and the visual ambience.

To ensure a seamless guest journey, the cinema features digital ticketing kiosks and streamlined entry zones designed to enhance the overall experience.

In addition to the cinema experience, the property features a proposed gaming and entertainment zone, establishing it as a primary family-friendly hub encouraging longer visitor engagement within the development.

Commenting on the launch, **Mr. Ajay Bijli, Managing Director, PVR INOX Limited**, said, “Delhi continues to be one of our most important and dynamic markets, and the launch of our new multiplex at DLF Midtown Plaza reflects our long-term commitment to strengthening our presence in key urban micro-markets. As consumer lifestyles evolve, we see cinemas playing a larger role as social and cultural anchors within communities. This expansion aligns with our strategy of investing in high-potential neighbourhood destinations that combine convenience, elevated experiences, and curated environments. Our focus remains on building sustainable growth while continuously redefining the way audiences engage with cinema.”

Adding further insight, **Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited**, said, “Today’s cinema audiences seek more than just a film. They look for a holistic and elevated entertainment experience that blends comfort, community, and aspiration. At DLF Midtown, we have envisioned this property as a future-forward neighbourhood entertainment hub that seamlessly integrates design, technology, and hospitality. From lounge-style social spaces and curated lighting to thoughtfully designed auditoriums, every element has been meticulously planned to enhance the overall guest journey. As consumer lifestyles evolve, our focus remains on transforming cinemas into vibrant cultural and social destinations that redefine how India experiences out-of-home entertainment.”

With this opening, PVR INOX now operates 114 screens across 28 properties in Delhi and 486 screens across 103 properties across North India.

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### **About PVR INOX Limited**

PVR INOX Limited is India’s largest film exhibition company, operating 1,802 screens across 360 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 recognised 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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**For media queries, please contact:**

Pearleen Katyal | M: +91 9899026003 | E: [pearleen@avianwe.com](mailto:pearleen@avianwe.com)

Anshu Singh | M: +91 9336119325 | E: [anshus@avianwe.com](mailto:anshus@avianwe.com)