

25th April, 2025

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Sub: Opening of screens at Elan Miracle, Gurugram, Haryana and at Zora-The Mall, Raipur, Chhattisgarh

Dear Sir/Madam,

We are pleased to inform you about the opening of a 6 screen multiplex at Elan Miracle, Sector 84, Gurugram, Haryana and another 5 screen multiplex at Zora-The Mall, Raipur, Chhattisgarh.

The cinema at Elan Miracle, is equipped with state-of-the-art 2K projection, Dolby 7.1 surround sound, and Next Gen 3D and the one at Zora-The Mall, Raipur is equipped with BARCO 4K Laser Projection, Dolby ATMOS, and Next Gen 3D.

With this launch, PVR INOX now operates the largest multiplex network with 1,734 screens at 351 properties in 110 cities (India and Sri Lanka). Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

For **PVR INOX Limited**

Murlee Manohar Jain
SVP - Company Secretary
& Compliance Officer

Encl: A/a.



PVR INOX Marks Twin Launch Milestone in Gurugram and Raipur; Unveils State-of-the-Art Multiplexes at ELAN MIRACLE and ZORA The Mall

~ PVR INOX launches a 6-screen cinema in Gurugram and unveils Chhattisgarh's first Luxe property in Raipur, both opening today ~

National, April 25, 2025: *PVR INOX*, India's largest and most premium cinema exhibitor, proudly announces the launch of two landmark properties in Gurugram and Raipur, underscoring its relentless drive to shape the future of cinema across diverse consumer landscapes. These strategic additions reflect the brand's dual focus—fortifying its presence in high-growth urban markets while pioneering innovative formats in India's emerging regions.

In **Gurugram**, the brand opens its 13th property at ELAN MIRACLE—a vibrant, 7-acre retail and lifestyle destination along the fast-evolving **Sector -84, Dwarka Expressway**. With this launch, PVR INOX's screen count in the city rises to **68**, further cementing its leadership in one of India's most future-forward urban corridors. The **6-screen cinema** offers a seating capacity of **762**, including **67 plush recliners**, and is equipped with state-of-the-art **2K projection, Dolby 7.1 surround sound, and Next Gen 3D**. It also debuts the brand's first-ever '**Cine Café**'—a chic, lounge-style social space designed to elevate pre- and post-screening interactions for today's experience-seeking audiences.

Simultaneously, in **Raipur**, PVR INOX introduces **Chhattisgarh's first PVR INOX Luxe** at the newly launched **ZORA The Mall**. Developed under the innovative **FOCO (Franchise Owned, Company Operated)** model, this 5-screen multiplex features **978 seats**, including a luxurious **Luxe auditorium** and four Mainstream screens. With **BARCO 4K Laser Projection, Dolby ATMOS, and Next Gen 3D**, the property combines top-tier technology with immersive aesthetics inspired by natural elements—warm lighting, indoor greenery, and café-style lounges—offering audiences a sensory journey from foyer to finale.

Speaking on the opening, Ajay Bijli, Managing Director, PVR INOX Ltd., said: *"At PVR INOX, we are focused on strengthening our presence across both metro cities and emerging markets with a balanced and future-ready approach. The opening of our 13th cinema in Gurugram reinforces our commitment to premium experiences in key urban hubs, while the launch of Chhattisgarh's first PVR INOX Luxe in Raipur—under the FOCO model—marks a strategic step. Together, these properties reflect our vision to scale thoughtfully, partner effectively, and deliver world-class entertainment to audiences across the country."*

Adding to this, **Sanjeev Kumar Bijli**, Executive Director, PVR INOX Ltd., remarked: *"Our expansion is not just about more screens, but smarter, future-ready formats that reflect evolving consumption patterns. With ELAN MIRACLE, we tap into the fast-paced growth of New Gurugram, while ZORA Mall in Raipur showcases the power of the FOCO model in unlocking Tier 2 potential. Whether it's design innovation or tech-led immersion, we're building cinema ecosystems that meet audiences where they are—and where they're headed."*

As India embraces new frontiers of growth, PVR INOX continues to reimagine what cinema means for modern audiences—offering not just entertainment, but thoughtfully designed destinations that combine **technology, comfort, and community**.



With every new opening, the brand brings its vision of *cinema as an elevated experience* closer to reality—one that caters to a generation that values authenticity, immersion, and shared moments.

Whether in metro cities or rising markets, PVR INOX remains committed to delivering stories not just on screen, but through every space it curates.

With these openings, PVR strengthens its growth momentum in FY 2025-26 with **1,734 screens at 351 properties in 110 cities (India and Sri Lanka)**.

About PVR INOX Limited

PVR INOX Limited is the largest film exhibition company in India with 1,734 Screens across 351 properties in 110 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: <http://www.pvrcinemas.com>

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