

30th April, 2025

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra (East), Mumbai - 400 051
Fax: 022-26598237/38

BSE Limited

Corporate Relationship Department
1st Floor, New Trading Ring,
PJ Towers, Dalal Street,
Fort, Mumbai - 400 001
Fax: 022-22723121/1278

Company Code: PVRINOX/532689

Sub: Opening of 4 screen multiplex at KA Mall, Jabalpur, Madhya Pradesh

Dear Sir/Madam,

We are pleased to inform you about the opening of 4 screen multiplex at KA Mall, Jabalpur, Madhya Pradesh.

The cinema is equipped with cutting-edge S&P technology, Christie RGB Laser projectors, Dolby 7.1 surround sound, and DTS - X immersive sound system, a next-generation 3D system, offering crystal-clear visuals and immersive audio to elevate the storytelling experience.

With this launch, PVR INOX now operates the largest multiplex network with 1,738 screens at 352 properties in 111 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 MAKES GRAND DEBUT IN JABALPUR WITH FOCO-MODEL MULTIPLEX AT KA MALL

~ Featuring 4 uniquely themed auditoriums, the multiplex promises a top-tier movie-watching experience ~

National, April 30, 2025: PVR INOX, India's largest and most premium cinema exhibitor, has officially made its grand debut in the vibrant city of **Jabalpur with the opening of its first-ever multiplex in the region**. Located on the **4th floor of the newly rebranded KA Mall**, near **Naudra Bridge**.

Bringing the signature PVR INOX experience to Jabalpur for the very first time, the new multiplex is a blend of cinematic sophistication and thoughtful design. With a total seating capacity of **611**, including **25 recliner seats**, each of the four screens has its own vibrant personality—Red, Gold, Purple, and Teal—enhancing the visual character of the auditoriums. Guests can enjoy **Udine slider seating**, fabric-finished walls, and ambient lighting shaped by elegant 'V' fixtures, creating a mood-driven environment tailored to every film genre.

Equipped with cutting-edge **S&P technology**, the cinema features **Christie RGB Laser projectors**, **Dolby 7.1 surround sound**, and **DTS - X** immersive sound system, a **next-generation 3D system**, offering crystal-clear visuals and immersive audio to elevate the storytelling experience.

This landmark property also marks another successful chapter in PVR INOX's **Franchise Owned Company Operated (FOCO)** model. The FOCO model enables the company to scale its premium formats in high-growth Tier 2 and Tier 3 cities through partnerships with visionary asset owners. While the infrastructure is owned by franchisees, PVR INOX brings in its industry-leading expertise to manage the design, development, and daily operations. This asset-light strategy ensures consistency, quality, and speed of expansion—making it a key lever in the brand's nationwide growth.

Mr. Ajay Bijli, Managing Director, PVR INOX Limited, said, *"Opening our doors in Jabalpur is a meaningful step in our journey. This city has a deep-rooted cultural identity and a growing appetite for quality entertainment. With this launch, we're not just adding another property—we're proudly introducing the PVR INOX experience to Jabalpur for the very first time. This launch also marks another success for our FOCO (Franchise Owned Company Operated) model, which enables us to expand rapidly into high-potential markets while maintaining our signature quality. It's always been our endeavour to match the energy of the cities we enter, and Jabalpur is no exception."*

Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited, added, *"Expanding into cities like Jabalpur is a reflection of our belief in the growing demand for better cinema experiences across the country. This property at KA Mall is designed to be much more than just a place to watch films—it's a complete entertainment destination, with thoughtful attention to both design and amenities. With Raid 2 headlining our launch, we look forward to welcoming audiences and are confident they will leave impressed."*

From a sleek, modern exterior to a welcoming foyer with premium finishes, plush seating, and a centrally located concessionaire, every touchpoint at PVR INOX KA Mall reflects the brand's commitment to delivering an exceptional moviegoing experience. The thoughtfully designed layout ensures ease of navigation and comfort from the moment guests walk in. Set to redefine the way Jabalpur watches movies, the new multiplex is positioned as a cultural and social hub for film enthusiasts. With Raid 2 opening the curtains, PVR INOX KA Mall is poised to become the city's most exciting new entertainment address.

With this opening, PVR strengthens its growth momentum in **FY 2025-26 with 1738 Screens across 352 properties in 111 cities (India and Sri Lanka).**

About PVR INOX Limited

PVR INOX Limited is the largest film exhibition company in India with 1738 Screens across 352 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: <http://www.pvrcinemas.com>

Follow us:

<https://twitter.com/PVRCinemas>

<https://www.linkedin.com/company/pvr-limited>

https://www.instagram.com/pvrcinemas_official

<https://www.facebook.com/moviesatpvr/>

For media queries, please contact:

Pearleen Katyal | M: +91 9899026003 | E: pearleen@avianwe.com

Anushka Snadaya | M: +91 8299431698 | E: anushkas@avianwe.com