22nd October, 2015

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Company Code: PVR / 532689
Sub: Opening of Multiplex at "Kolhapur, Maharashtra"

Dear Sir,

We are pleased to inform you the opening of PVR's another Multiplex at **"Kolhapura"** in Maharashtra.

PVR's three screens Multiplex enabled with state of art technology, 3D technology with 7.1, 3D enabled and a wide range of F&Bhasbecome operational from 22nd October, 2015.

With the opening of this Multiplex at "Kohlapur, Maharashtra", the total screens count has gone upto 477 Screens at 107 Locations across 44 Cities in 15 States and 1 Union Territory.

The opening of this prestigious Cinema is a part of PVR's organic growth strategy of PAN India expansion and increasing its presence in major cities.

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking you,

For PVR Limited

PVR LIMITED PVR

Pankaj Dhawan
Sr. VP – Secretarial
Membership No.- F-3170
Address - 23C, Pocket – J & K,
Dilshad Garden, Delhi – 110092

PVR makes a grand debut in Kolhapur

~PVR brings the first premium multiplex to Kolhapur with a mega three- screen property~

22nd October, 2015: India is home to one of the largest film industries in the world with thousands of Hindi, regional and art films being produced every year. Kolhapur, the birth place of Bhalchandra Pendharkar, the father of Marathi cinema, has been the epicentre of Marathi cinema for many years. It was about time that Kolhapur had a multiplex revolution to redefine cinema for the thousands of movie aficionados in the city. Understanding this need, PVR, the largest cinema exhibitions company in India has ushered the multiplex revolution in Kolhapur with their debut project in DYP City.

At the launch, **Mr Gautam Dutta, CEO, PVR Cinemas,** said, *"From being an industrial hub for the entrepreneurs, to a favourite tourist destination for the explorers; Kolhapur breeds a population with varied interests. But one thing which binds everyone is 'Cinema'; no wonder that the city plays a host to so many important film festivals.*

This is PVR's debut project in Kolhapur. The multiplex is offering state- of-the art infrastructure with the most advanced technology to the patrons in the city. We are very excited and hope that we receive an equally overwhelming response from the people here as well."

For decades, Kolhapur city has been a favourite shopping destination for people from neighbouring small towns. With its increasing demand for family entertainment, it was evident that a multi brand mall was the need of the hour. The Kolhapur based DY Patil Group, gauging the demand and the potential of the city, has opened Kolhapur's first mall - DYP City.

At the launch of the mall, **Dr Sanjay D Patil, President, DYP Group**, *"It's our consistent effort to bring in the finest facets of lifestyle to the people. Our multi- brand mall is one of our many thoughtful efforts to bring in all the luxuries across verticals/ categories through multi- brands. We are very overwhelmed to have the biggest and the most prestigious brands like PVR, which is also making its debut with our mall in the city, to be a part of our journey of developing this city. We hope and look forward for a long term association with them."*

Situated on the third floor, PVR is spread across an area of 19,012 sq. ft. that promises to cater to 726 seating audience. The auditoriums are equipped with regular mainstream seating and recliners to serve the patrons a high end luxury experience. The walls are installed with plasmas and poster boxes to share the latest and upcoming movie information with the customers. The screens are equipped with the latest 2K Projection along with 7.1 Digital Dolby surround Sound and 3-D screens to accentuate the movie watching experience.

Mr Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd also added, *"Our debut in Kolhapur is an earnest attempt to bring in the multiplex culture to the city. We want to make sure that the best in class cinematic experience is accessible to all our patrons, not only metros but to tier 2, tier 3 cities.*

Kolhapur is a film city for the cinema lovers and we see tremendous *scope and potential in this market to launch our property. I would like to extend my gratitude to the mall developers, Mr Sanjay Dnyan Deo Patil of DYP Group, who has provided us the most suitable location- in the heart of the town, which is easily accessible to our patrons* not only in Kolhapur, but also in adjoining cities like Belgaum, Bhiwandi, Ichalkarangi etc."

With this launch, PVR's screen count in Maharashtra reaches to 138 screens across 34 properties; and 477 screens in 107 properties across 44 cities (pan India).

PVR LIMITED

About PVR Ltd:

PVR is the largest and the most premium film and retail entertainment company in India. Since its inception in 1997, the brand has redefined the way people watch movies in India. PVR currently operates a cinema circuit comprising of 477 screens spread over 107 properties in 44 cities pan India. The company acquired the Cinemax properties in 2012 and currently serves 60 million patrons at the pan India level. Currently amongst the top 10 cinema companies in the world with respect to admissions per screen, PVR has entered the World Economic Forum's List of Fastest-Growing Global Growth Companies.

For further information, please refer to the PVR website:

http://www.pvrcinemas.com/corporate/about-us.aspx

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