

Enam Securities Pvt. Ltd.

December 05, 2012

Symbol: CINEMAXIN

Scrip ID: CINEMAXIND / Code: 534711

National Stock Exchange of India Ltd.

Exchange Plaza, 5th Floor,
Plot No.C/1, G Block,
Bandra-Kurla Complex
Bandra (E), Mumbai 400 051

BSE Ltd.

Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai – 400 001

Dear Sir / Madam,

Sub: Open offer (“Offer”) for acquisition of up to 72,80,000 fully paid-up equity shares of face value of Rs. 5 each (the “Equity Shares”) from the public shareholders of Cinemax India Limited (“Target Company”) by Cine Hospitality Private Limited (“Acquirer”) and PVR Limited, in its capacity as a person acting in concert with the Acquirer (“PAC”)

With respect to the captioned, we, the Manager to the Offer, enclose the Detailed Public Statement published on December 05, 2012, on behalf of the Acquirer and the PAC, in terms of the Regulation 13(4) of the SEBI (SAST) Regulations, 2011.

We request you to take the same on your records and upload it on your website for dissemination to the public.

Thanking you.

Yours sincerely,

For Enam Securities Private Limited*



Authorised Signatory

Name: Hitesh Mandot

Designation: Sr. Vice-President, Corporate Finance

**The merchant banking business of Enam Securities Private Limited has vested with Axis Capital Limited, which is in the process of completing the formalities of SEBI registration.*

Encl: A/a