

May 02, 2025

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

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

Sub: Opening of screens at DLF Mall of India, Noida, Uttar Pradesh

Dear Sir/Madam,

We are pleased to inform you about the opening of first Director's Cut in Noida, Uttar Pradesh at DLF Mall of India.

The newly added 5 screens are equipped with cutting-edge technology, including 4K laser projection, 7.1 Dolby surround sound and next-gen 3D, with plush leather recliners for unmatched comfort. This is the first multiplex in North India to have all the latest Hugo screens and the first national multiplex chain with Hugo Screens ever.

With this launch, PVR INOX now operates the largest multiplex network with 1,743 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 UNVEILS NOIDA'S FIRST DIRECTOR'S CUT AT DLF MALL OF INDIA, REDEFINING LUXURY CINEMA.

~ Five opulent auditoriums, gourmet cuisine, and world-class service redefine luxury cinema in Noida.~

National, May 02, 2025: PVR INOX, India's largest and most premium cinema exhibition company, proudly announces the launch of its first Director's Cut in Noida at DLF Mall of India, under its luxury arm—the Luxury Collection. This milestone, in collaboration with DLF, brings Noida's finest luxury cinema to life, marking the debut of the fifth Director's Cut in India and setting a new benchmark in high-end cinematic experiences. Designed to elevate movie-going, Director's Cut seamlessly blends world-class entertainment with exceptional hospitality, offering unparalleled comfort and luxury. With this launch, PVR INOX strengthens its presence in Noida with **27 screens across 2 properties** and reinforces its footprint in Northern India with **473 screens across 99 properties**.

PVR INOX Director's Cut at DLF Mall of India redefines luxury cinema with five meticulously designed auditoriums, offering an exclusive experience for **215 guests**. Each theatre combines cutting-edge technology, including **4K laser projection, 7.1 Dolby surround sound, and next-gen 3D**, with **plush leather recliners for unmatched comfort**. *'The Grove'* (28 seats) offers an intimate, boutique atmosphere, perfect for a personal cinematic escape. *'The Venetian'* (87 seats) brings the elegance of Venice with a lavish, grand design. *'The Theatre'* (34 seats) and *'The Library'* (34 seats) offer cozy, immersive settings for cinephiles, while *'The Gallery'* (32 seats) boasts a sophisticated, refined ambiance, perfect for a truly elevated movie experience.

This is the first multiplex in North India to have all the **latest Hugo screens and the first national multiplex chain with Hugo Screens ever**. For the first time at PVR INOX, we are introducing **Harkness Hugo-SR screens**, specifically engineered for **laser projection**. These pioneering **2D and 3D movie screens** come with built-in speckle reduction, enhanced contrast, and an optically whiter appearance on axis, ensuring a stunningly vivid and immersive visual experience.

Mr. Ajay Bijli, Chairman and Managing Director, PVR INOX Ltd, said, *"The launch of PVR INOX Director's Cut at DLF Mall of India, Noida, is a testament to our commitment to redefining luxury cinema in India. This collaboration with DLF further strengthens our shared vision of offering world-class experiences in premium spaces. Noida, with its discerning audience and growing demand for luxury offerings, is the perfect location for this venture. Director's Cut is not just a cinema; it's a fusion of high-end hospitality, cutting-edge technology, and immersive storytelling. With this launch, we continue to push the boundaries of experiential cinema, offering our patrons an unmatched blend of sophistication, comfort, and a space designed to indulge every movie connoisseur."*

PVR INOX Director's Cut defines sophisticated luxury with sleek décor, intricate design, and a gourmet menu curated by our MasterChef's Mayank and Saito. Blending localized Flavors with cosmopolitan recipes, it offers a refined culinary experience. Enhanced by personalized concierge service, the multiplex combines fine dining, elite service, and cutting-edge entertainment. Beyond the auditoriums, the venue extends indulgence to all, offering artisanal popcorn, gourmet sushi, handcrafted gelatos, and signature beverages in a vibrant lounge space, creating an upscale retreat for both moviegoers and non-moviegoers alike.



Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR INOX Limited said, *“Noida has firmly established itself as a key hub for premium entertainment, and we are delighted to introduce the first-ever PVR INOX Director’s Cut at Mall of India. This marks Noida as the fifth city in India to experience our most luxurious cinema format. This venue is not merely about opulent seating and state-of-the-art technology; it is a complete reimagining of the cinema experience, seamlessly blending world-class service, gourmet indulgences, and meticulously crafted spaces. With thoughtfully designed auditoriums and an immersive cinematic journey, we are proud to set a new benchmark for luxury movie viewing in Noida and eagerly look forward to welcoming patrons to this unparalleled destination.”*

PVR INOX Director’s Cut, with its stunning interiors and sophisticated design, is more than just a cinema— it's a destination to celebrate. Whether enjoying a movie outing, marking a birthday, or celebrating special occasions with friends and family, this luxurious venue offers an exceptional experience, blending world-class service, immersive entertainment, and an elegant ambiance to make every moment memorable.

Commenting on this exciting announcement, **Ms. Pushpa Bector, Senior Executive Director and Business Head at DLF Retail** said, *“At DLF Malls, we remain committed to curating experiences that go beyond conventional retail to truly resonate with our patrons’ evolving lifestyles. The launch of PVR INOX Director’s Cut at DLF Mall of India is a reflection of this vision, bringing together best-in-class cinematic excellence in an elevated setting that speaks to the growing appetite for refined, immersive entertainment. As Noida continues to emerge as a thriving lifestyle hub, we are delighted to bring this format to Mall of India, that combines immersive storytelling, curated design, and elevated hospitality. This association is a step forward in our ongoing commitment to creating spaces that inspire, engage, and create lasting memories for every visitor.”*

With this opening, PVR INOX strengthens its growth momentum in FY 2025-26 with **1743 screens at 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 1743 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>

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