

February 04, 2026

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

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

Sub: Opening of 8-Screen Cinema at Odeon Mall, Hyderabad

Dear Sir / Madam,

We are pleased to inform you about the opening of 8-screen cinema at Odeon Mall, on RTC X Road, Chikkadpally, Hyderabad.

The cinema is equipped with an advanced projection system with two 4K projectors and a laser phosphor projector, delivering cutting-edge resolution with enhanced brightness and image clarity. Dolby Atmos & DTS:X sound, along with Next-Gen 3D technology, provide clear visuals and immersive audio.

With this launch, PVR INOX now operates the largest multiplex network with 1,791 screens at 358 properties in 112 cities (India and Sri Lanka). Copy of press release is enclosed.

This is for your information and records.

Yours sincerely,
For **PVR INOX Limited**

**Murlee Manohar Jain
SVP - Company Secretary
& Compliance Officer**

Encl: A/a.

PVR INOX Opens New 8-Screen Cinema at Odeon Mall, Hyderabad

Located in one of India's best-known cinema districts | Advanced Projection | Dolby Atmos & DTS:X | Next-Gen 3D

National, February 4, 2026: PVR INOX Limited, India's leading multiplex operator, has announced the opening of a new cinema at Odeon Mall on RTC X Road, Chikkadpally, Hyderabad. The launch marks the company's 19th cinema in the city and adds eight screens, taking PVR INOX Ltd.'s total screen count in Hyderabad to 119.

The cinema is located on RTC X Road, one of India's best-known cinema districts, an area that has been closely associated with movie theatres for decades. The location continues to attract film audiences from across the city and serves the surrounding Chikkadpally residential and commercial areas. The property benefits from strong connectivity, including a nearby metro station, offering easy access across central Hyderabad.

The new cinema comprises eight mainstream auditoriums with a total seating capacity of 1,402 seats, each designed to deliver a consistent, high-quality viewing experience aligned with PVR INOX Ltd.'s signature world-class exhibition standards. The cinema is equipped with an advanced projection system with two 4K projectors and a laser phosphor projector, delivering cutting-edge resolution with enhanced brightness and image clarity. Dolby Atmos & DTS:X sound, along with Next-Gen 3D technology, provide clear visuals and immersive audio. Premium seating options, including Celebrity Recliners, enhance audience comfort, while the cinema food court concept offers a broader and more contemporary food and beverage selection.

The cinema features a curated portfolio of in-house food and beverage brands, designed to elevate the overall moviegoing experience:

- Dogfather – Gourmet hot dogs with global flavours
- Cine Café – Crafted coffees and fresh bakes
- Crosta – Artisanal, gourmet pizzas
- Steamestry – Fresh, steamed Asian bites
- Wokstar – Hot, wok-tossed comfort bowls
- In-Between – Easy, grab-and-go snacks
- Frytopia – Loaded fries and crispy favourites

An upcoming gaming zone within the mall is expected to further strengthen the destination's overall entertainment offering.

Speaking on the launch, **Mr. Ajay Bijli, Managing Director, PVR INOX Limited**, said, "Hyderabad has always been one of India's most passionate cinema markets, and locations such as RTC X Road carry a strong legacy of movie culture. The launch of this new cinema at Odeon Mall reflects our commitment to building thoughtfully designed spaces that offer comfort, technology, and consistency of experience. We look forward to welcoming audiences to a cinema that truly celebrates the spirit of moviegoing in the heart of the city."

Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited, added, "This property has come together exceptionally well in terms of design, ambience, and overall experience. From the layout and interiors to technology and comfort, every element has been curated to appeal to genuine cinema lovers. We are pleased to introduce a contemporary, premium PVR INOX Ltd. destination for audiences in and around Chikkadpally and central Hyderabad."

With this opening, PVR INOX continues to strengthen its presence in South India with 599 screens across 28 cities, expanding high-quality cinema infrastructure in a location that has long played an important role in Hyderabad's movie-going culture.

About PVR INOX Limited

PVR INOX Limited is India's largest film exhibition company, operating 1,791 screens across 358 properties in 112 cities in India and Sri Lanka. Formed through the merger, in 2023, of two of the country's most established and widely recognised cinema brands, PVR Limited and INOX Leisure Limited, the company represents the convergence of scale, operational excellence, and long-term creative vision. Operating as a unified platform, PVR INOX brings together deep industry expertise and a strong consumer-centric approach to deliver world-class cinema experiences.

PVR INOX continues to invest in continuous innovation, next-generation formats, and immersive experiences, enabling the seamless introduction of global content and storytelling to audiences across the region. Guided by international benchmarks and evolving audience preferences, the company remains committed to shaping the future of out-of-home entertainment in South Asia. Its portfolio spans thoughtfully designed child-friendly auditoriums, state-of-the-art projection and immersive sound technologies, a diverse and curated food and beverage offering, film and non-film programming, and an expansive suite of premium large-format screens.

For further information, please visit: <https://www.pvrcinemas.com/>

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