

August 15, 2025

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 multiplex at Mahindra Millennium Mall in Bengaluru.

Dear Sir / Madam,

We are pleased to inform you about the opening of 8-screen multiplex at the Mahindra Millennium Mall in Bengaluru.

The cinema is equipped with largest 4K laser projection system integrated with RealD 3D for spectacular scale and depth and Dolby 7.1 surround sound, immersive formats like Dolby ATMOS and DTS:X, and sculpted sound solutions for LED screens.

With this launch, PVR INOX now operates the largest multiplex network with 1,763 screens at 355 properties in 111 cities (India and Sri Lanka). Copy of press release is enclosed.

This is for your information and to all concerned.

Yours sincerely,
For **PVR INOX Limited**

Murlee Manohar Jain
SVP - Company Secretary
& Compliance Officer

Encl: A/a.



PVR INOX OPENS BENGALURU'S NEWEST CINEMA LANDMARK — AN 8-SCREEN, 1222-SEAT NATURE-INSPIRED MULTIPLEX AT MAHINDRA MILLENNIUM MALL

~ Nature-inspired design, bold interiors, AI-enabled occupancy tracking, India's first dine-in auditorium restaurant, Kiddles 2.0, VR/AR gaming, Club Sapphire, and gourmet live kitchens — built with PVR INOX's own Capex ~

National, 15 August, 2025: **PVR INOX**, India's **largest and most premium film exhibition company**, proudly announces the launch of its **8-screen multiplex** at the newly opened **Mahindra Millennium Mall in Bengaluru**. Designed under the company's Capex by PVR INOX model, this wholly owned and operated property reflects the brand's deep commitment to innovation, architectural storytelling, and thoughtful audience engagement. With a total capacity of 1222 seats, the cinema offers a holistic and immersive destination—where design, technology, and service combine to create a richer movie-going experience.

At the core of this development lies a guiding design ethos: **“Experience Beyond Just Cinema.”** PVR INOX envisioned this multiplex as more than a venue for films—it is a modern cultural space for Bengaluru's evolved and discerning audience. From foyer to auditorium, every spatial decision is aimed at making cinema-going more intentional, relaxing, and sensorially rich.

The concession lobby sets the tone with a warm, café-inspired atmosphere blending natural finishes and open-plan design. Muted green accents, vertical gardens, and biophilic elements connect the indoor environment with Bengaluru's love for greenery, while wooden furniture, soft upholstery, and illuminated movie displays create a stylish yet approachable environment. Designed to encourage dwell time, this space is further enhanced by AI-enabled occupancy tracking and alert systems, ensuring smooth guest flow and operational efficiency.

Inside, each of the eight auditoriums offers a distinct visual identity and cutting-edge technology. Guests can enjoy crystal-clear visuals powered by a combination of 2K Xenon, advanced 4K Laser projection, and the yet-to-be-commissioned Samsung ONYX LED cinema screen, which will deliver next-level contrast and brightness for the dine-in auditorium. Premium Large Format (PLF) enthusiasts can experience **Big Pix**, featuring the **largest 4K laser projection system** integrated with **RealD 3D** for spectacular scale and depth. Complementing the visuals, the cinema is equipped with **Dolby 7.1 surround sound**, **immersive formats like Dolby ATMOS and DTS:X**, and sculpted sound solutions for LED screens—ensuring a broader sweet spot for heightened audio immersion.

Standout experiences include **India's first dine-in auditorium restaurant**, serving a curated **gourmet menu** prepared in a **live kitchen** and delivered directly to guests' seats; **Kiddles 2.0**, an upgraded kids' auditorium with playful interiors and family-friendly seating; and **Club Sapphire**, a premium-format auditorium with plush recliners and bespoke service. The experience extends beyond the screen with **VR/AR gaming stations** in the public areas, adding interactive



entertainment to the visit. From **in-seat dining lounge concepts** to sleek acoustic wall panelling, asymmetrical light installations, and plush recliners, the property reflects a careful balance of design innovation and audience comfort.

The material palette—ranging from beige and brown tones to self-patterned textures and LED-enhanced details—supports a seamless fusion of aesthetics and function. Every space is crafted to foster an emotional connection between the viewer and the venue, from the first step in the lobby to the last frame on the screen.

Mr. Ajay Bijli, Managing Director, PVR INOX Limited, said: *“Our vision has always been to make cinema-going an experience that resonates far beyond the film itself. With Mahindra Millennium Mall, we’ve created a space that reflects Bengaluru’s spirit while setting new benchmarks for design, technology, and hospitality. It’s an embodiment of where we see the future of cinemas—immersive, inclusive, and deeply connected to the communities they serve.”*

Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited, added: *“This cinema is a culmination of our most distinctive concepts—from India’s first dine-in auditorium restaurant and Kiddles 2.0 to Club Sapphire and immersive gaming zones—brought together in one landmark property. It reflects our wider strategy of creating destination cinemas in high-growth urban centres, where design, technology, and differentiated experiences can redefine how audiences connect with the big screen.”*

With this opening, PVR INOX strengthens its presence in South India and sets a new standard for design-forward multiplexes. Developed under the Capex by PVR INOX model, the Mahindra Millennium Mall property underscores the company’s confidence in creating self-owned, high-performance cinemas that integrate entertainment, environment, and engagement. The new multiplex is not just another movie theatre—it is a place for communities to connect, relax, and celebrate the power of storytelling through shared space and design.

About PVR INOX Limited

PVR INOX Limited is the largest film exhibition company in India with 1763 Screens across 355 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: <https://www.pvrcinemas.com/>

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