



INOX launches 2nd multiplex in Vijayawada at LEPL Icon, Patamata.

Vijayawada, August 19, 2011: Further strengthening its presence in Andhra Pradesh, INOX Leisure Ltd (INOX) today launched its 2nd multiplex in Vijayawada at LEPL Icon, Patamata. With the launch of this multiplex, INOX introduces its 5th multiplex in Andhra Pradesh and 41st in the country. INOX at LEPL Icon has 4 auditoriums with a total capacity of 1198 seats.

Mr. Alok Tandon – CEO, INOX Leisure Ltd. said, “We at INOX take pride in bringing the best movie-going experience once again to our patrons of Vijayawada with the launch of our 2nd Multiplex at LEPL Icon, Patamata . We will continue to offer the INOX hospitality and ensure patrons of Vijayawada choose INOX to watch their movies”.

INOX at LEPL Icon will screen a mix of Telugu, Hindi and English movies, all under one roof. REFUEL, the in-house brand of theatre food, which serves an extended menu of flavored popcorn, hot and cold snacks, beverages and a variety of combo meals. Trained staff in Ushering, Box Office, Concessions and Housekeeping ensures a comfortable and pleasant experience. Besides, a high standard of hygiene and security within the complex completes the loop in providing world-class comfort.

The movies showcased in the opening week are *SPY KIDS: ALL THE TIME IN THE WORLD*, *CHATUR SINGH : TWO STAR, NOT A LOVE STORY*, *ZINDAGI NA MILAGI DOBAR*, *MUGGURU MAHA MAAYAGALLU*, *URIMI*, *AARAKSHAN*, *KANDIREEGA*, *DHADA*, *NAA PERU SHIVA*, *KANCHANA* and *KANCHANA*.

With the launch of the 5th multiplex in Andhra Pradesh, INOX now has a total of 23 screens in the State. Nationally, INOX has 41 multiplexes & 155 screens in 26 cities.

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