

**PVR LIMITED**

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Regd Office: 61, Basant Lok,
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February 9, 2012

National Stock Exchange Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra (East), Mumbai - 400 051
Fax: 022-26598237/38

Bombay Stock Exchange Limited
Corporate Relationship Department
1st Floor, New Trading Ring,
PJ Towers, Dalal Street,
Fort, Mumbai - 400 001
Fax: 022-22722061/41/39/37

Company Code: PVR / 532689

Sub: Opening of Multiplex at "Avani Riverside Mall", Howrah

Dear Sir,

PVR Limited is pleased to announce the opening of its another 4 screen multiplex at Avani Riverside Mall, Howrah on 9th day of February, 2012 at "Avani Riverside Mall", 32, Jagat Bannerjee Ghat Road, Shibpur, Howrah, Kolkata -711 102.

With the opening of this Multiplex at "Avani Riverside Mall", Howrah, Kolkata the total screens count has gone upto 162 Screens at 37 locations across 21 cities in 12 States and 1 Union Territory.

PVR Avani has four Screens with 1186 seats and will provide an exceptional digital movie experience to the cinegoers of the city. This is the first-ever PVR multiplex launch in East India, spreading its footprint at the doorsteps of Kolkata through Howrah.

The opening of this prestigious Multiplex is a part of PVR's organic growth strategy of pan India expansion and increasing its presence in major cities. Audiences in East India enjoy to a new cinematic wave that PVR theatres will offer.

This is for your information and to all concerned.

Thanking you,

For PVR Limited

Pankaj Dhawan
Pankaj Dhawan
VP- Secretarial

