

September 04, 2026

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

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

Subject: Opening of 4-screen SMART Cinema at ICON Plaza Mall, Muzaffarpur, Bihar.

Dear Sir/Madam,

We are pleased to inform you about the opening of our first SMART Cinema at ICON Plaza Mall, Muzaffarpur, Bihar.

The four-screen property adds to PVR INOX's existing network in Bihar, taking its total screen presence in the state to 11 screens. With a seating capacity of 644, the cinema features Christie's 4K RGB laser projection system, high-fidelity 7.1 surround sound and last-row recliner seating.

The opening marks the first step in PVR INOX's strategy to expand its presence across India's emerging growth markets. Designed specifically for Tier III cities, SMART Cinemas combines the PVR INOX experience with a capital-efficient, asset-light model.

With this launch PVR INOX now operates the largest multiplex network with 1,785 screens at 356 properties in 114 cities (India and Sri Lanka).

A 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 LIMITED



PVR INOX BRINGS SMART CINEMAS TO INDIA'S GROWTH MARKETS, BEGINNING WITH BIHAR'S MUZAFFARPUR, WITH 'MIRZAPUR' MARKING THE OPENING

~Bringing world-class cinema, immersive technology and the signature PVR INOX experience to audiences beyond the metros ~

National, September 4, 2026: A new chapter in PVR INOX's expansion across India's growth markets begins in Muzaffarpur with the opening of its first SMART Cinemas property in Bihar. The cinema opens with the highly anticipated *Mirzapur*, bringing the signature PVR INOX experience to one of North Bihar's prominent commercial and educational centres, known for its entrepreneurial spirit, rich cultural heritage and evolving retail landscape.

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As aspirations rise and consumption patterns evolve, cities beyond the metros are becoming an increasingly important part of India's cinema journey. Muzaffarpur reflects this shift, with a growing audience seeking contemporary entertainment experiences closer to home. With SMART Cinemas, PVR INOX is extending its reach to this new generation of moviegoers while strengthening its presence in the city's evolving entertainment landscape.

Mr. Ajay Bijli, Managing Director, PVR INOX Limited, said, "For nearly three decades, PVR INOX has defined and shaped India's changing cinema landscape. With SMART Cinemas, we are taking the next step by bringing our experience to a new generation of audiences in India's growth markets. Muzaffarpur is an important beginning for us, a city with a strong commercial and cultural identity and rising aspirations. Our vision is to make world-class cinema more accessible across the country, while creating local opportunities and contributing to the growth of the ecosystems we enter."

Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited, said, "The opportunity in India's growth markets is significant, and SMART Cinemas gives us a new way to participate in this growth. The asset light model allows us to work closely with local developers and entrepreneurs, combining their understanding of the market with PVR INOX's operating expertise. This gives us the ability to build a wider network in a capital-efficient manner, while maintaining the standards and guest experience that are central to our brand."

The Muzaffarpur property has been developed in partnership with ICON Plaza Mall, creating a new entertainment anchor for the destination and strengthening the organised retail ecosystem in the city.



Mr. Amar Nath Pandey and Mr. Raghav Pandey, Directors, ICON Plaza Mall, said, “This is a partnership we strongly believe in. We have invested in building this cinema because we are confident that PVR INOX's brand, operating discipline and reach will not only bring audiences to these screens but also contribute to footfall across ICON Plaza Mall. Muzaffarpur has never had an experience like this, and we are proud to be the first to bring it to the city. We are actively working with PVR Inox to identify and evaluate more opportunities to expand such cinemas in other cities in the state.”

PVR INOX Muzaffarpur is now open to the public, with show timings and ticket bookings available through the PVR INOX website and mobile application, as well as traditional online aggregator platforms.

ABOUT PVR INOX LIMITED

PVR INOX Limited is India's largest film exhibition company, operating 1,785 screens across 356 properties in 114 cities in India and Sri Lanka. Formed through the merger, in 2023, of two of the country's most established and widely recognized 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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