

**PVR LIMITED**

Block A, 4th Floor, Building No. 9A,
DLF Cyber City, Phase III,
Gurgaon 122002 (Haryana) India
Tel: 91 124 4708100
Fax: 91 124 4708101

Regd Office: 61, Basant Lok,
Vasant Vihar, New Delhi-110057

16th July, 2013

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: 022-22723121/1278

Company Code: PVR / 532689

Sub: PVR Cinemas and Book My Show enter into a strategic partnership

Dear Sir,

Enclosed please find Press Release pertaining to the Company's strategic partnership for your information and to all concerned.

This is for your information and all concerned.

Kindly take the same on record.

Thanking you,

Yours faithfully

For PVR Limited


Pankaj Dhawan
Sr. VP-Secretarial



Encl. a/a

PVR Cinemas and BookMyShow.com enter into a 5 year strategic partnership

PVR Cinema targets to sell Rs.1000 crores worth of movie tickets with this partnership

New Delhi, July 13th, 2013: PVR Ltd., the largest and premium film entertainment company in the country today announced its association with **Bigtree Entertainment Private Limited**, the holding company of India's largest entertainment ticketing portal **BookMyShow.com**. PVR Ltd. has signed a 5-year deal with Bookmyshow.com to be its online ticketing partner across India. The multiplex chain targets to sell tickets worth **Rs.1000 crores** over these 5 years exclusively on Bookmyshow.com besides its existing sale of tickets from its Box Office and other channels.

Pramod Arora, Group President & CEO of PVR Cinemas said, "In our everlasting zest to provide convenience to our esteemed patrons, we have associated and partnered with Bookmyshow.com as our preferred e-ticketing channel partner. We have been in discussions with BMS for quite some time to work out this association, which shall help us touch millions of new additional customers who may now experience the joy of watching films at PVR Cinema near them. This is another initiative to help augment the box office revenues by reaching out to more and more consumers and achieving better penetration in our micro markets. Besides a better reach, our association with BMS shall also help us in CRM initiatives by deploying tools like KYC (know your customer) to help us serve our customers with their preferred choice of seats, concessions and other soft offerings. To sum up, this association is a sure delight not only for us but for our patrons, film distributors and producers alike!"

Commenting on this development, Ashish Hemrajani, Founder & CEO of BookMyShow.com said, "This association is a great development from the entertainment industry's perspective, with two significant players in their specialized domain coming together. We are happy to partner with PVR cinemas, which are in continuance in our efforts in making entertainment hassle-free for consumers."

PVR tickets will be sold and marketed on Bookmyshow.com via BMS portal's web, mobile apps and other affiliate channels. The significant consumer shift over the past few years towards online and mobile sales, with a strong CRM backbone allows better segmentation and analysis in marketing relevant content to users. This shift also helps reduce the burden at the box office by reducing costs and making up for the lack of customer data thereby helping in predictive modeling.

PVR, the leaders in bringing multiplex revolution, is the largest cinema exhibition player in India. The company began its commercial operations in June 1997 with the launch of India's first multiplex in Saket, New Delhi. PVR Cinemas today has a significant presence in 36 cities with 383 screens in 89 cinemas in India, including Delhi, NCR, Bangalore, Hyderabad, Mumbai, Lucknow, etc. making it the largest cinema exhibition chain in the country.

BookMyShow.com is India's premiere online ticketing platform where consumers can search and book tickets for movies, plays, concerts, entertainment performances and sporting events. Besides movie/play tickets, the company is an exclusive ticketing partner for several leading sporting franchises in India including JPSI (Formula1), Indian Premier League, Mumbai Indians, Delhi Daredevils, Punjab



Kings XI, Rajasthan Royals, Hyderabad Sunrises, Pune warriors, Aircel Chennai Open, Super Fight League, Yonex Badminton Championships, Sunburn Goa, Norah Jones, Nh7, Swedish House Mafia etc. The company has also expanded its footprint to international markets in New Zealand and Australia.

About PVR Ltd.: PVR is the largest and the most premium film entertainment company in India and is listed as the Most Trusted Brand in the Category of Entertainment by The Brand Trust Report, 2013. PVR currently operates a cinema circuit consisting of 383 screens in 89 cinemas in 36 cities across India. The premium brand of the multiplex 'PVR Premiere' comprises the Gold Class Cinemas catering to the esteemed urban consumers with numerous facilities. Redefining the cinema viewing experience for the movie aficionados, PVR's Director Cut is the newest foray in luxury cinema. Further, with an aim to provide world-class immersive viewing, PVR opened IMAX® Theater at PVR Forum, Bangalore and ECX (Enhanced Cinema Experience) at Orion Mall, Bangalore & Kurla, and Mumbai. PVR recently acquired Cinemax India Limited emerging as India's largest multiplex chain. The company through its subsidiary, 'PVR Pictures' is involved in distribution of Indian and International films across India and also supports independent filmmakers by releasing their films under the 'PVR Director's Rare' banner. Its other new subsidiary PVR Leisure Limited, a joint venture between PVR Ltd and L Capital, focuses on rolling out F&B and retail entertainment concepts including but not limited to Hospitality and Leisure / Gaming. The company's existing retail entertainment venture PVR bluO that currently encompasses Bowling Alleys, Karaoke rooms, Gaming Lounges with 5 centres across Gurgaon, Delhi, Pune & Bangalore forms a part of the new subsidiary.

About BookMyShow.com: Bigtree Entertainment's BookMyShow.com is the largest entertainment ticketing portal in India with over 90% market share in the online entertainment ticketing space. Headquartered in Mumbai, BookMyShow.com has an enviable kitty of over 1500 screens in more than 100 cities. BookMyShow.com tickets for over 1000 events every year across India. It has a fan following of over 2.0 million Facebook Fans. BookMyShow.com has special downloadable mobile applications for Blackberry, iPhone, Android and Windows phone. It has also been awarded in the category of 'The Hottest Company of the Year-2011-12' and 'The Company to Watch Out for' in the prestigious CNBC Young Turks Award. BookMyShow.com is one of the top three entertainment e-commerce websites in India.

