

July 10, 2018

National Stock Exchange of India Limited

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

BSE Limited

Corporate Relationship Department
1st Floor, New Trading Ring,
PJ Towers, Dalal Street,
Fort, Mumbai - 400 00
Fax: 022-22723121/1278

Company Code: PVR/532689

Ref: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended from time to time, ("Listing Regulations").

Dear Sir,

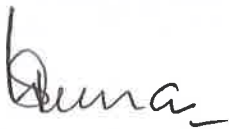
PVR Limited has on 10th July, 2018, entered into a non-binding Memorandum of Understanding with Al-Futtaim Private Company LLC, a Limited Liability Company established under the laws of Dubai for *inter alia* exploring opportunities to jointly develop cinema business in the Middle East and North Africa region and subject to a feasibility study, entering into a Joint Venture Arrangement.

A copy of the Press Release is enclosed herewith.

We request you to disseminate the above on your website for the information of the shareholders of the company.

Thanking You.

Yours faithfully,
For **PVR Limited**



Pankaj Dhawan
Company Secretary cum Compliance Officer

Encl: A/a

Al-Futtaim and PVR signs Memorandum of Understanding to establish a Joint Venture for cinema business in MENA

Dubai, United Arab Emirates, July 10, 2018: Al-Futtaim, one of the most diversified and progressive privately held regional businesses headquartered in Dubai, and PVR Limited, the largest and most premium film exhibition company in India, signed a Memorandum of Understanding to explore opportunities for jointly developing cinema business in the MENA region. Both parties will work together over the next few months to undertake a feasibility study and convert this Memorandum of Understanding into a formal joint venture arrangement. The joint venture will introduce grand collection of unique experiential cinema formats to the region including PVR's Director's Cut format that blends the best in high-end hospitality and entertainment.

"We see great potential in the cinema business in the region, and particularly in Saudi Arabia following the government's decision to reopen the cinema industry," said Marwan Shehadeh, Group Director, Corporate Development at Al-Futtaim. "PVR is the perfect partner for Al-Futtaim given its 20 years proven track record of operating and creating experiential cinema formats, catering to customers looking for the best in class experiences. To begin with we have already identified locations in Al-Futtaim real estate developments such as Dubai Festival City and Festival Plaza in Dubai and are in discussion with landlords to secure other locations in Dubai and Saudi Arabia."

Commenting on the partnership Mr. Ajay Bijli, Chairman and Managing Director, PVR Limited said "We see a great opportunity in taking the PVR brand to the MENA region, particularly expansion in UAE and entry in Saudi Arabian Market which has recently decided to open up cinema industry. We are delighted to partner with Al-Futtaim, which is one of the most diversified and progressive privately held businesses in the region.

- Ends -

About Al-Futtaim

Established in the 1930s as a trading business in Dubai, Al-Futtaim today is one of the most progressive regional business houses. Al-Futtaim employs in excess of 42,000 people and operates in 29 countries through more than 200 companies.



The Group has significantly expanded its business operations through a strategic acquisition plan and has entered a number of new territories, increasing its footprint beyond the GCC and Greater Middle East regions to encompass North Africa, Asia and East Africa. Structured into four operational divisions; automotive, financial services, real estate and retail, the success of Al-Futtaim is attributed to proactively managing change and enriching customers everyday, whilst upholding its values of respect, excellence, collaboration and integrity.

The majority of Al-Futtaim's businesses, built on a portfolio of world leading brands, dominate their sectors. For more information visit: www.alfuttaim.com.

About PVR Limited

PVR is the largest and the most premium film exhibition company in India. Since its inception in 1997, the brand has redefined the way entertainment is consumed in the country. PVR currently operates a cinema circuit comprising of 630 screens at 135 properties in 52 cities (19 states & UTs), serving 76 million patrons annually. While the total screen tally of the company stands at 630; PVR offers an array of formats with premium screen category, which stands at 36 screens of Gold Class, 07 of IMAX, 08 of 4DX, 04 of PXL and 04 of Playhouse across the country.

For further information, please visit at PVR website: <http://www.pvrcinemas.com/corporate/about-us.aspx>

For more information, please contact:

Louise Clements

louise.clements@alfuttaim.com

General Manager, Corporate Communications and PR - Al-Futtaim
+971 52 377 0100

Lejo Johnny

l.johnny@ipn.ae

Senior Account Manager - Impact Porter Novelli
+971 50 453 7023

For PVR:

Silky Chopra Mehrotra

Account Director – Avian Media

M: +91 9650303863

E: silky@avian-media.com

Astha Jain

Sr. Account Executive - Avian media

M: +91 8130772863

E: asthajain@avian-media.com

