



Director : Ajay Kumar Bijli

Established : April 26th, 1995

Products: Multiplex Business, Production & Distribution of Movies

History: Despite belonging to a successful business family Ajay Kumar Bijli always had a desire to do something of his own and he had a passion for Cinema. He followed his heart and hence started working to achieve his goals. The family owned a theatre – Priya in New Delhi

and he requested his father to allow him to manage it. He started a joint venture with Village Roadshow in 1994 and with investment by ICICI Ventures; he ventured into the “national orbit” from a “local orbit”. The success of PVR Anupam, Saket in 1997 brought the dwindling audience back into theatres. It marked 'The Dawn of A New Era in the Cinema Entertainment Business.'

Achievements: With the launch of the four screen multiplex, Anupam Saket in Delhi in 1997, PVR Cinemas tasted its first success, shaping a cinematic revolution in the country and became the pioneer in bringing the concept of multiplex in India. By 2004, PVR had India's biggest 11 screen multiplex in Bangalore. Over the past decade, Ajay has spearheaded PVR's journey from India's first multiplex to being a brand synonymous with movies, quality exhibitions and youth-oriented promotions. From a single multiplex in 1997, PVR currently operates a cinema circuit consisting of 173 screens in 40 cinemas spread over 24 cities in India. Another benchmark in the entertainment industry is the introduction of PVR Director's Cut, an unmatched luxury cinema viewing experience. PVR Cinemas is also the leader in 3D and digital cinema exhibitions across India. The company has the largest network of 122 digital screens and highest 3D installations in India (almost 90% circuit is 3D enabled) and launch 30-35 3D Hollywood and Bollywood movies every year.

Awards and accolade felicitated to PVR were:

- ❖ 'The most admired retailer of the year award in the Multiplex category' on October 2010
- ❖ 4th Annual CIO 100 awards by CIO magazine on 22nd October 2009

Market: PVR which started as a movie exhibitor is now strongly positioned within all the three verticals of the film industry – production, distribution and exhibition. The distribution division of PVR Pictures, too, is on a major expansion spree.

Brand Values: PVR has been a pioneer and a speculator in multiplex development in India. In forging ahead and keeping in sync with market needs, PVR has also undergone a brand ethos change. It has moved from the 'Movies First' to 'Bringing Smiles' tag line.



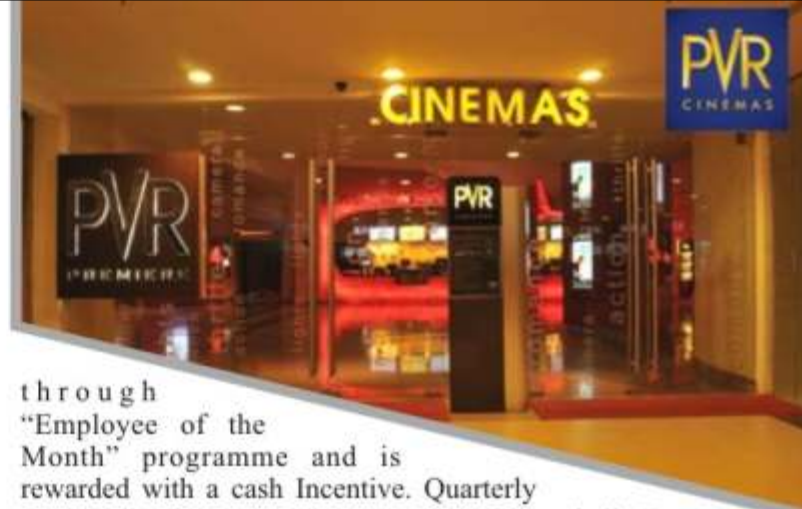
Recent Developments: PVR's ventures include low-cost multi-screen branded as 'PVR Talkies', premium brand of multiplexes called "PVR Premiere" which includes Gold Class Cinemas, a dazzling new concept of luxury cinema viewing named PVR Director's Cut. PVR also operates a film distribution and production business through its subsidiary, PVR Pictures, which is involved in production of films across genres and distribution of Indian and international films across India. PVR also operates a bowling business PVR bluO that brings fashion, bowling and entertainment to Indian consumers. PVR bluO is a fine dining restaurant and a karaoke bar presently in Delhi & NCR and plans to open another outlet in Bangalore.

Promotion: PVR engages itself constantly in quality promotions include, star visits to its multiplex venues along with theme events, premiere shows and movie promotions. From press releases and strategically placed advertisements, to the proper use of taglines, PVR has always been upright to promote its brand. With the largest chain of multiplexes in India, PVR has successfully blended competitive marketing strategies with effective brand communication campaigns and achieves a strong, distinct and unique brand image.



Expansion Plans: Our target is to increase PVR's presence in all the regions of the country. We have a target of operating 500 screens by the end of 2014 and of this around 100 screens would be set up in smaller towns and cities. Apart from that, PVR also aims to expand PVR bluO beyond Delhi & Gurgaon and take it to other cities like Bangalore, Pune, Chandigarh, Noida and Ludhiana..

Facilities for staff: PVR emphasizes on making the daily work interesting and challenging for employees by introducing month on month fun filled activities. These activities may range from religious/national festivals being celebrated across cinemas with equal spirit i.e. Christmas & Diwali celebration; Bouquets & Cards on employee birthdays; Photography Competition; Managers are encouraged to celebrate project successes by taking their respective teams out for entertainment. Every year we conduct PVR Sports Week in each zone where employees are encouraged to participate and play various games like Cricket, Table Tennis, Basketball, building teamwork and sportsmanship



through
"Employee of the Month" programme and is rewarded with a cash Incentive. Quarterly get together of all winners takes place in a town hall. To ensure our employees remain fit, we have conducted Health Check-up camps.

Mantras to become successful entrepreneur: We should never compromise on ethics and strong principles. I myself get a lot of inspiration from so many entrepreneurs out there who have created some very respectable companies. I think an appetite for growth and constant improvement in the quality of your offering are essential ingredients if one wants to be successful. That keeps you on your toes and prevents complacency, "where you are going" being more important than "where you are". Try to maintain equanimity in the ups and downs of the journey.

Corporate Social Responsibility: The CSR initiative of PVR Cinemas – PVR Nest (PVR Network for Enablement and Social Transformation) was set up in 2006 to primarily work for disadvantaged children and deteriorating urban environment. The company also introduced PVR Nest's Cine Art to introduce children to the world of art and filmmaking, providing them with a creative medium to freely express them and celebrate similarities and diversities.

Salient Features: PVR has always sought to improve its services by incorporating the best technology available. The latest is m-ticketing which has reaffirmed its brand perception of being trendy and with it. The brand has sprung many surprises in the past and living up to its philosophy, PVR promises to continue to enthrall and entice audiences for a long time to come.

