INDIA FOCUS ON CINEMA THEATRE & MULTIPLEX TECHNOLOGY

THEATRE MAGIC

PUBLISHED BY NETWORK18 | SEPTEMBER-NOVEMBER 2024

PALAXI CINEMAS: WHERE EVERY SCREEN SPARKS WONDER

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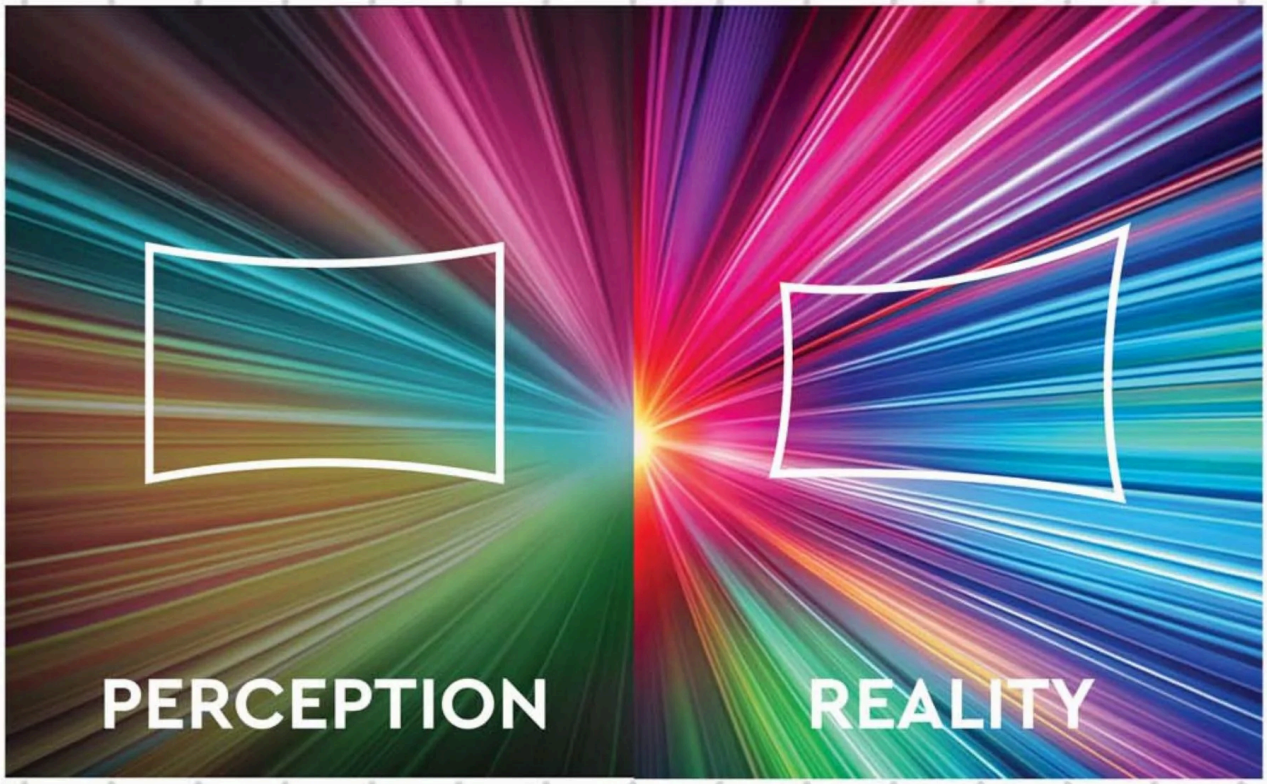

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KARNATAKA'S NEW TAX: IMPACT ON MOVIE TICKETS & OTT FEES

Karnataka has introduced a new 1-2% cess on cinema tickets and OTT subscriptions under the Karnataka Cine and Cultural Activists (Welfare) Bill of 2024. This initiative is designed to support social security benefits such as Employee State Insurance (ESI) and Provident Fund (PF) for film and cultural workers.

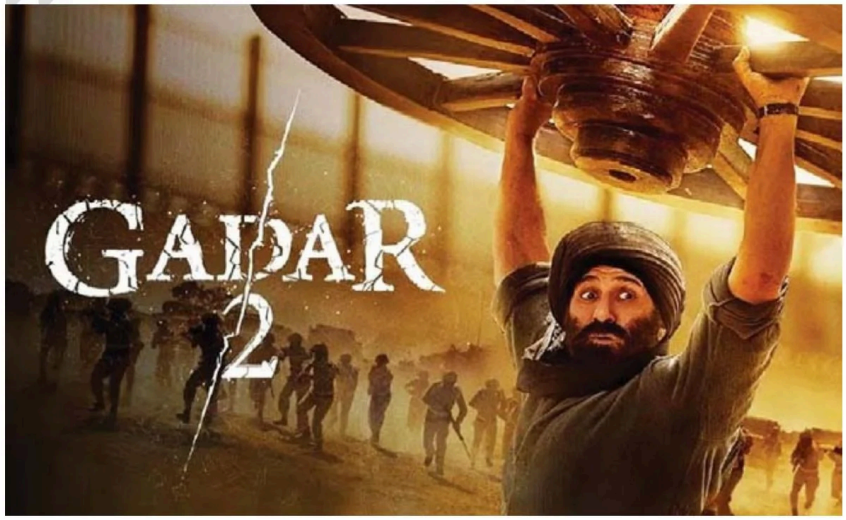
The bill, recently presented in the Assembly, proposes the establishment of a seven-member welfare board responsible for managing the collected funds. This board will oversee the distribution of benefits to registered members, who will be issued unique ID cards.

There are also discussions around extending this cess to theatrical plays, with a particular focus on whether OTT subscriptions should be included. However, the application of the cess to online services remains under review, due to the digital nature of these platforms and their lack of local addresses.

For the Indian cinema exhibition industry, this new tax could affect ticket pricing structures and revenue streams. The funds collected are intended to provide financial support to those in the industry, potentially increasing operational costs for cinemas and streaming platforms.

The bill represents a significant step towards ensuring the welfare of workers in the film and cultural sectors, emphasising the importance of financial stability for those behind the scenes in Indian cinema.

'GADAR 2' TO SCREEN FOR DIFFERENTLY-ABLED VIEWERS



Sunny Deol's blockbuster sequel, 'Gadar 2,' is set for a special re-release tailored for differently-abled audiences. Following its phenomenal success since its release last August, the film has amassed over INR 625 crore at the Indian box office. Zee Studios is partnering with India Signing Hands, an organisation dedicated to providing accessibility solutions for the deaf community, to screen the film with Indian Sign Language interpretation in select PVR INOX cinemas nationwide.

Zee Studios' CBO, Umesh KR Bansal, expressed excitement about the initiative, highlighting the film's deep connection with Indian audiences and the studio's commitment to making cinema accessible for all. "'Gadar 2' resonates with the heart of every Indian. We're proud to work with India Signing Hands to bring this special screening to a wider audience," Bansal said.

Reflecting on the film's ongoing impact, Deol noted, "It's overwhelming to see the continued support for 'Gadar 2'. This re-release with Indian Sign Language will allow more audiences to connect with the film."

Ameesha Patel, co-star in the film, hopes this initiative will set a precedent for greater inclusivity in cinema. Founder of India Signing Hands, Alok Kejriwal, thanked Zee Studios for their commitment to accessibility in entertainment.

The film, set in 1971, follows Tara Singh's quest to rescue his son from the Pakistani Army, and the re-release promises to bring its powerful story to an even broader audience.

UTTAR PRADESH REVIVES SHUTTERED CINEMAS

Uttar Pradesh is poised for a significant transformation in its cinema landscape. Chief Minister Yogi Adityanath has instructed officials to develop a plan aimed at reviving closed cinema halls and boosting the construction of new multiplexes and single-screen theatres throughout the state.

Currently, the state has around 156 standalone cinemas and 78 multiplexes. However, an estimated 800 standalone cinemas have shuttered due to declining

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ticket sales and limited renovation funds. In response, Uttar Pradesh is looking to enhance its status as a key filmmaking hub, buoyed by the recent allocation of a 1,000-acre Noida Film City project to a consortium that includes prominent Hindi film producer Boney Kapoor.

To stimulate the cinema sector, the state is proposing a range of incentives. These include tax breaks, such as State GST (SGST) exemptions for six years for multiplexes in districts lacking such facilities, and five years for those in districts with existing multiplexes. Additionally, the minimum seat requirement for new cinemas may be relaxed to encourage investment in smaller theatres. There are also plans to offer incentives for converting closed or operational cinemas into commercial properties or new single-screen theatres, based on their location and financial viability.

The initiative also aims to address the lack of cinema infrastructure in 39 of UP's 75 districts, with ten districts currently having no cinema facilities. By providing modern entertainment venues, the state hopes to unlock economic opportunities and enhance public access to films.

Ashish Agarwal, President of the UP Cinema Exhibitors Federation and General Secretary of the UP Malls and Multiplex Association, has expressed support for the proposed measures. He noted that the scheme could stimulate employment, bolster the entertainment sector, and contribute to state revenue. Agarwal, who participated in the committee that reviewed the proposal, highlighted that the plan includes allowing the conversion of closed cinema properties into real estate developments, such as commercial spaces and housing.

'KALKI 2898 AD' BREAKS RECORDS AS TOP HINDI-DUBBED SOUTH FILM

'Kalki 2898 AD' has made cinematic history by becoming the highest-grossing South Indian film dubbed in Hindi that is not a sequel, surpassing the INR 276 crore net milestone and poised to reach around INR 280 crore net. This achievement is particularly remarkable given the initial dip in mass circuit contributions and the film's performance compared to 'RRR', which previously held the record with INR 275 crore net.

Unlike 'Bahubali - The Conclusion' and 'KGF 2,' which benefited from their sequel status and established fanbases, 'Kalki 2898 AD' has achieved its success without the advantage of a prior film. The film's impressive performance in major centres, outpacing 'RRR' in key markets such as Mumbai, Pune, Delhi NCR, and Kolkata, is noteworthy.

The film's robust hold over several weeks indicates strong audience engagement, setting the stage for a highly anticipated sequel. 'Kalki 2898 AD' is expected to finish with total collections of over INR 600 crore net across all formats.

PVR INOX: CINEMA LOVERS WEEKEND TO BOOST FOOTFALLS

PVR INOX is gearing up to elevate the cinema-going experience with its 'Cinema Lovers Weekend', that ran from 9-11 August 2024. This initiative offers a range of discounted ticket prices, starting at INR 99 on Friday and INR 99 for the weekend, with premium formats like IMAX, 4DX, MX4D, and SCREENX starting at INR 199 on Friday and INR 299 over the weekend.
The luxury options, including GOLD, Director's Cut, and INSIGNIA, were available at INR 299 on Friday and INR 499 over the weekend.

This strategy comes in response to a reported 10.4% drop in footfalls during Q1FY25, with 30.4 million patrons, down from 33.9 million the previous year. The average ticket price also declined by 4.7%, from INR 246 in Q1FY24 to INR 234 in the same quarter this year.
Kamal Gianchandani, Chief of Business Planning and Strategy at PVR INOX, mentioned that this expanded weekend offer was a response to positive feedback from family audiences. Whether it will become a regular feature will depend on its success.

The 'Cinema Lovers Weekend' promises a diverse lineup of films, including Hollywood titles like 'Deadpool & Wolverine,' 'Borderlands,' and 'Born Pink,' alongside Bollywood and regional

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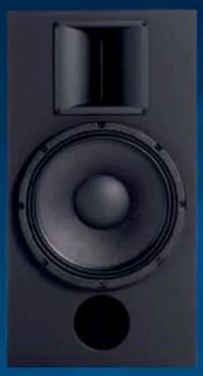

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hits such as 'Ulajh', 'Kalki', 'Bad News', and 'Aliya Basu Gayab Hai'. Government-regulated pricing was also be implemented in Andhra Pradesh, Telangana, Pondicherry, and Tamil Nadu. The event expected to boost both ticket sales and food and beverage revenue, with the F&B Spend per head that recorded at INR 134 in Q1FY25.

This initiative aimed to reignite the multiplex experience, offering a robust film lineup and attractive pricing for every moviegoer.

MOVIES ON REWIND: 8 CLASSICS MAKES COMEBACK TO CINEMAS

In a surprising twist, old favourites have stepped into the spotlight as new releases falter at the box office. Cinemas across the country are reviving beloved films, giving audiences a chance to experience them on the big screen once more. Here's a roundup of eight must-watch re-releases that are drawing crowds back to the theatres.

Laila Majnu

Sajid Ali's 2018 romantic drama 'Laila Majnu' is back in cinemas, and this time, it might just find the audience it deserves. Co-written by Sajid and his brother Imtiaz Ali, the film initially underperformed at the box office, grossing just INR 2.5 crore during its run. However, with lead actors Avinash Tiwary and Triptii Dimri now more recognised for their recent hits like 'Madgaon Express' and 'Animal' respectively, there's renewed interest in revisiting this intense love story.

Love Aaj Kal

Another Imtiaz Ali classic, 'Love Aaj Kal' (2009), has also been re-released. The film, starring Saif Ali Khan, Deepika Padukone, and the late Rishi Kapoor, was a major hit during its initial release, grossing INR 68.9 crore at the box office. However, its 2020 reboot starring Kartik Aaryan and Sara Ali Khan failed to replicate that success, which makes revisiting the original even more special for fans.

Rockstar

Imtiaz Ali's 2011 hit 'Rockstar', starring Ranbir Kapoor and Nargis Fakhri, has been enjoying a successful re-release, earning over INR 5 crore so far. The film, known for its iconic soundtrack and Kapoor's stellar performance, originally grossed INR 108 crore. It's been running in cinemas for weeks now, drawing audiences who want to relive the raw emotion of Jordan's journey on the big screen.

Partner

David Dhawan's 2007 blockbuster buddy comedy 'Partner', featuring Salman Khan, Govinda, Katrina Kaif, and Lara Dutta, are also making a comeback. The film was a major commercial success during its initial run, raking in INR 103 crore at the box office. Now, it's back in cinemas, offering a dose of nostalgia and laughter for those looking to tickle their funny bones.

Raja Babu

For those who want to dive deeper into nostalgia, David Dhawan's 1994 laugh riot 'Raja Babu', starring Govinda, Karisma Kapoor, and Shakti Kapoor, is also on the re-release list. The film, a beloved comedy classic, originally earned around INR 15 crore and continues to charm audiences with its over-the-top humour and memorable performances. David's actor-son Varun Dhawan was even spotted enjoying 'Raja Babu' at a cinema hall recently.

Hum Aapke Hain Koun!

Sooraj Barjatya's romantic comedy 'Hum Aapke Hain Koun!', which was released in the same year as 'Raja Babu' and has completed 30 years since its initial release, is returning to cinemas in the same week it first hit screens back in 1994. Starring Salman Khan and Madhuri Dixit, the film was a massive hit, grossing INR 72 crore during its original run and credited

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Golmaal Returns

While fans may have to wait a bit longer for 'Golmaal 5', they can revisit Rohit Shetty's 2008 comedy 'Golmaal Returns' in cinemas. Starring Ajay Devgn, Kareena Kapoor, Arshad Warsi, Kunal Kemmu, and Shreyas Talpade, the film was a box office hit, grossing INR 108 crore. Its re-release offers fans a chance to enjoy the chaotic comedy once again on the big screen.

Dangal

If the Olympic spirit has you in the mood for a sports drama, Aamir Khan's 2016 blockbuster 'Dangal' is the perfect pick. Directed by Nitesh Tiwari, the film, which marked the debut of Fatima Sana Shaikh, Sanya Malhotra, and Aparshakti Khurana, was a massive success, grossing INR 387 crore at the box office. It's now back in theatres, offering audiences a chance to relive the inspiring story of the Phogat sisters.

'STREE 2' SCORES BIGGEST OPENING IN BOX OFFICE

'Stree 2' has made a historic impact at the Indian box office with its monumental opening. Released on August 15, 2024, aligning with the Independence Day holiday, the film earned INR 46 crore on its first day and an additional INR 8 crore from select previews held the night before. The latest chapter in the Maddock Films' supernatural universe, directed by Amar Kaushik, continues the story from the 2018 hit 'Stree'. The film features returning stars Rajkummar Rao, Shraddha Kapoor, Pankaj Tripathi, Abhishek Banerjee, and Aparshakti Khurana, who face a new supernatural threat. 'Stree 2' has achieved the highest opening for a Hindi film in 2024, surpassing Hrithik Roshan and Deepika Padukone's 'Fighter' and the Hindi version of the Telugu epic 'Kalki 2898 AD'. It also holds the second-largest opening ever for a Bollywood film, just behind Shah Rukh Khan's 'Jawan'. In addition to its box office success, 'Stree 2' combines humour, social commentary, and engaging storytelling, setting it apart in the current cinematic landscape. Other Hindi releases on the same day, including John Abraham's 'Vedaa' and Akshay Kumar's 'Khel Khel Mein', saw mixed results. 'Vedaa' earned over INR 1 million, while Kumar's film opened with just INR 950,000.

PVR INOX SHARES SURGE AMID NEW LAUNCH

Shares of PVR INOX surged over 6% reflecting strong investor confidence and a positive market reaction to the company's recent activities. This uptick in share value comes on the back of enthusiastic responses to the latest multi-starrer film, 'Kalki 2898 AD', and a strategic expansion move by the company.

In addition to the film's success, PVR INOX has unveiled a new 4-screen multiplex at Prism Mall, Hyderabad, enhancing its extensive cinema network. This expansion positions PVR INOX as the leading cinema exhibitor with 1,757 screens across 362 properties in 113 cities in India and Sri Lanka.

The new Hyderabad cinema features cutting-edge technology, including 4K laser projection, Dolby Atmos immersive surround sound, and a Next Gen 3D system. With a seating capacity of 950, including luxury recliners, this addition aims to elevate the moviegoing experience in Gachibowli, Hyderabad's bustling area.

Ajay Bijli, Managing Director of PVR INOX, expressed enthusiasm about the new multiplex, highlighting its potential to enhance entertainment options in the city. "PVR INOX Prism is set to become a landmark for entertainment in Gachibowli, offering a premium

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movie experience and a space for cinephiles to gather," Bijli said.

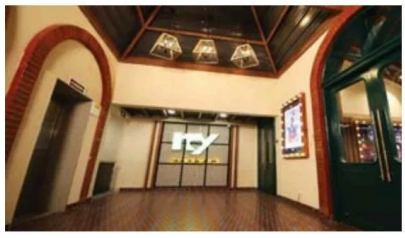
The surge in PVR INOX shares is also notable in the context of broader market performance. Over the past year, the company's shares have increased by over 8%, with a significant 13.5% rise in the last month alone. This reflects both the strong performance of recent film releases and the company's ongoing expansion efforts.

MALAYALAM CLASSICS MAKE A GRAND RETURN

Malayalam cinema's cherished classics are making a grand return to theatres, now enhanced with cutting-edge technology. Films like 'Manichitrathazhu', 'Devadoothan', and 'Spadikam' are being re-released in high definition with superior sound quality, drawing crowds eager to experience these timeless favourites anew. Modern theatres are boosting the re-release trend with 4K projection and Dolby Atmos sound, enriching the viewing experience of these restored classics. Upcoming re-releases include 'Devasuram', 'Aaraam Thampuran', and 'Oru Vadakkan Veeragatha', promising to captivate both long-time fans and new audiences. Film producer Siyad Kokker views this trend as an opportunity for younger generations to appreciate the evolution of Malayalam cinema. Despite the challenges of competing with online content and changing viewing habits, the high-quality restoration and advanced technology offer a compelling reason for audiences to revisit these films in theatres. Film critic G P Ramachandran advocates for more re-releases, emphasising their role in preserving cultural history. The ability to restore and present these classics in modern theatres allows for both educational and entertainment value, ensuring that these cinematic treasures continue to be celebrated.

NY CINEMAS BRINGS NOSTALGIA TO BAHADURGARH

Bahadurgarh's Avenue 37 Mall now houses NY Cinemas, a new multiplex inspired by Ajay Devgn's deep love for cinema. This 4-screen theatre combines the nostalgic charm of classic film-watching with modern amenities, creating a unique cinematic experience. Named after Devgn's children, Nyasa and Yug, NY Cinemas reflects a core philosophy rooted in love and inclusivity. The theatre is designed to be accessible, with facilities for the elderly and disabled, ensuring that everyone can enjoy the magic of cinema. NY Cinemas stands out with its concept-driven design, merging traditional cinema allure with contemporary comforts. It promises to be a cherished destination for movie enthusiasts and casual viewers alike, enhancing the local entertainment scene.



CONNPLEX BHAGALPUR UNVEILS LUXE CINEMA

Bhagalpur, Bihar, has recently welcomed a new luxury cinema, setting a new benchmark in the city's entertainment landscape. The newly inaugurated Connplex Bhagalpur offers a premium movie-watching experience, blending metropolitan sophistication with local charm. The cinema features three screens, each equipped with state-of-the-art projection technology and an immersive sound system. This ensures crystal-clear visuals and enveloping audio, enhancing the film experience for all patrons. Comfort is paramount at Connplex Bhagalpur, with plush recliners providing ample legroom and a relaxing atmosphere.
The cinema's decor and service have been meticulously curated to match the standards of high-end cinemas in larger cities. More than just a venue for watching films, this cinema aims to elevate Bhagalpur's entertainment scene. With premium concessions and attentive service, it promises to be a transformative addition to the city's cultural landscape, attracting audiences from across the region.

UFO MOVIEZ AND GOFILEX FOR E-DELIVERY DEAL

UFO Moviez India and Gofilex have announced a significant long-term partnership aimed at revolutionising the electronic delivery of film content across India and Nepal. This strategic alliance will see UFO leveraging Gofilex's cutting-edge IP delivery technology through a unified and sustainable electronic fulfilment platform.

The partnership is set to enhance the distribution of movies, trailers, digital cinema packages, and advertisements directly to cinemas. This move is not only expected to streamline content delivery but also supports a more environmentally friendly approach, benefiting both the industry and the environment.

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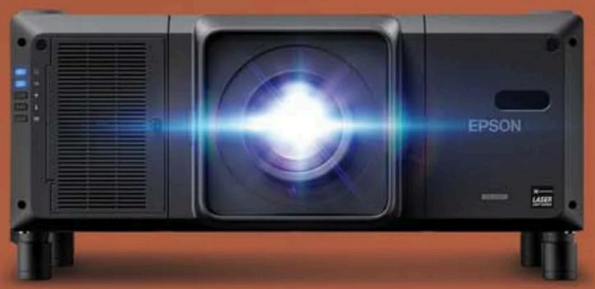

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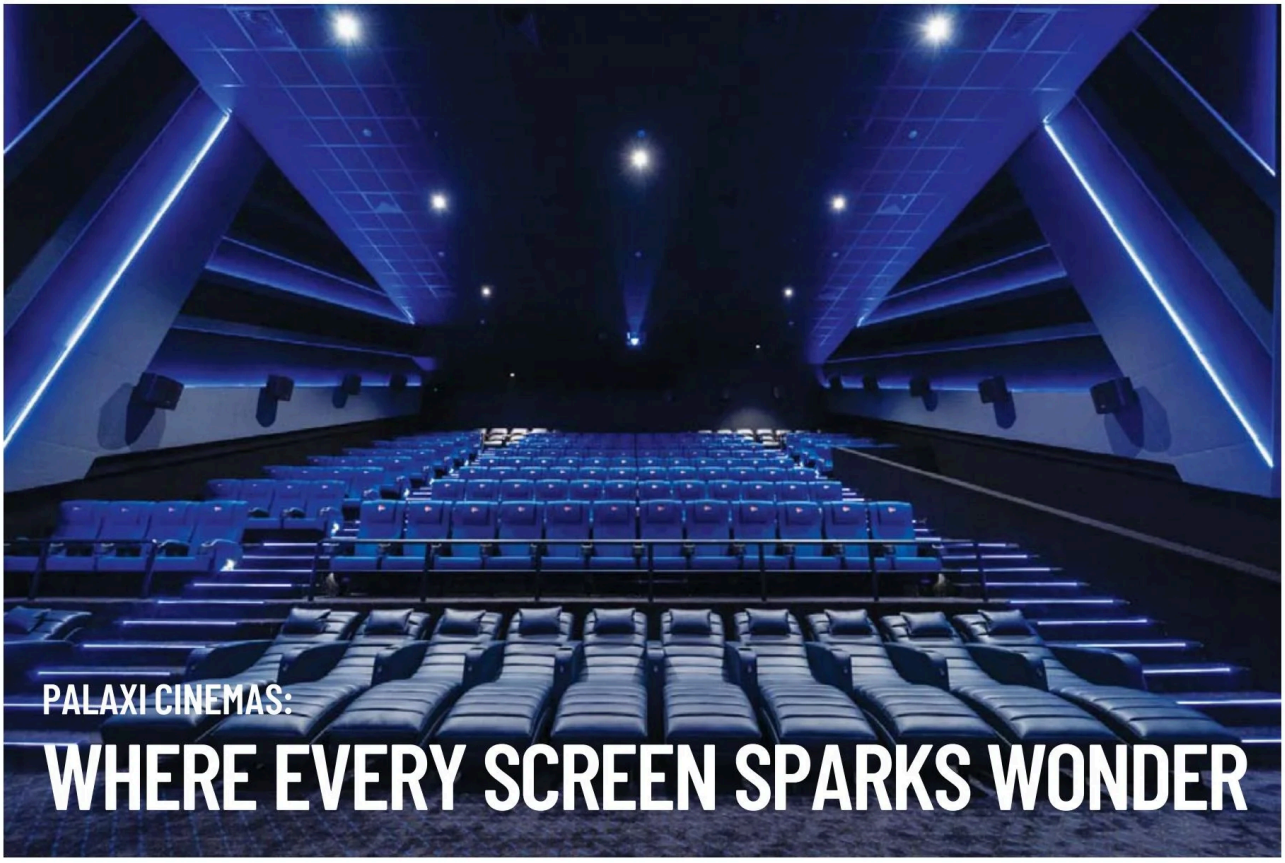


PALAXI CINEMAS:

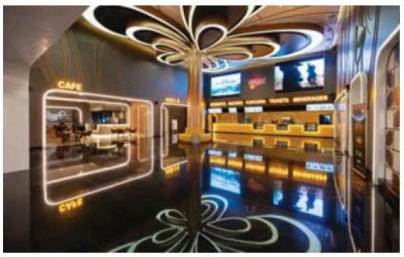
WHERE EVERY SCREEN SPARKS WONDER

With its grand debut in Calicut, this latest multiplex introduces a new era of movie-watching with a perfect blend of advanced screen technology and luxurious amenities. The cinema now boasts screens that set new standards in visual clarity and immersion. Every visit promises an extraordinary cinematic experience, enhanced by cutting-edge Dolby SLS audio technologies.

Located in the heart of Calicut, Palaxi Cinemas embodies the core values of quality, customer satisfaction, and growth. This Cinema is a transformative addition to Calicut's entertainment scene, offering a haven where technology and luxury collide.

Residents are invited to step into the future of cinema with Palaxi Cinemas, the next biggest thing in the cinema experience, promising an extraordinary cinematic journey and inviting audiences to experience the grandeur of advanced cinema.

A leading real estate developer in Kerala is shaking up the city's entertainment scene with the grand opening of Palaxi Cinemas. This isn't your average multiplex; Palaxi



Cinemas promises to redefine how you watch movies, merging cutting-edge technology with luxurious comfort.

By teaming up with Galalite, a powerhouse in cinema screen manufacturing since 1959, the

"We are thrilled to introduce Palaxi Cinemas, a testament to our commitment to redefining entertainment standards in Kerala. We wanted to make sure that we were top-notch in quality, customer satisfaction, and growth. Hence, we were very selective in choosing our partners. Galalite surely did meet our expectations in technological expertise."

*– **Muhamed Fawaz**, CEO, HiLITE Urban*

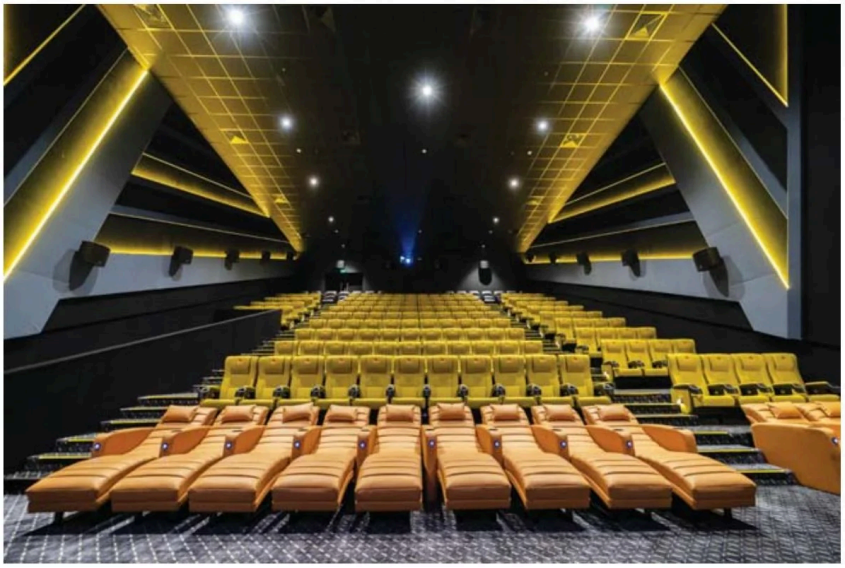
importance of screen technology in crafting an unforgettable cinematic experience is underlined. Step inside Palaxi Cinemas and prepare to be amazed by their centrepiece: Mirage screens by Galalite. These state-of-the-art screens boast superior uniformity, enhanced contrast and vibrant colours, leaving viewers speechless in both 2D and 3D. Mirage screens are even whiter than any other screen on the market, offering wider viewing angles for an unparalleled experience.

Palaxi Cinemas has truly redefined the moviegoing experience with its innovative offerings across its eight screens. Two exclusive screens epitomise luxury and comfort, featuring plush 100% recliner seats. Moviegoers can indulge in a truly opulent experience, making every movie-watching moment memorable from the moment they sink into these seats. Additionally, Palaxi Cinemas introduces the Epiq screen, setting a new standard for cinematic excellence. As the first of its kind in Kerala and only the third in all of India, this screen promises to revolutionise the way audiences perceive movies. With state-of-the-art technology and unparalleled visual clarity, the Epiq screen ensures that every movie becomes an immersive experience, captivating viewers from start to finish.

For movie lovers seeking a visual feast, Palaxi Cinemas offers seven additional screens equipped with top-notch Galalite screens. Renowned for their superior quality

"It was a great experience collaborating with HiLite Group to create Palaxi's first-ever multiplex. We are thrilled to bring Kerala's first-ever EPIQ to Palaxi. Since its launch earlier this year, we have observed that audiences in Kerala are becoming increasingly conscious of making the most of their movie-going experiences and are choosing to get the EPIQ experience. Every time a movie is announced, audiences reach out to us to check if the title will be released in the EPIQ format. We even have people traveling from other cities to Calicut to watch movies at Palaxi EPIQ. As a technology company, we feel honoured to see movie buffs appreciating and celebrating the nuances of the technology. Another exhilarating experience for us is seeing content creators show great interest in having their content mastered for EPIQ. All of this has inspired the teams at Palaxi and Qube to partner on more projects across Kerala. Qube has integrated the four other screens at Palaxi with state-of-the-art projection from Barco and Dolby Audio. All in all, Palaxi Calicut has become an acclaimed destination for movie enthusiasts, both young and old."

– ***M. Sivaraman,*** *Vice President - Immersive Audio and Theatre Marketing (South), Qube Cinema*



State-of-the-art Dolby and SLS speakers deliver an immersive audio experience that seamlessly complements the visual spectacle. Barco laser projectors elevate the experience further, offering both 4K and 2K resolutions for crystal-clear visuals.

In essence, Palaxi Cinemas stands as a beacon of modern cinema, where dedication to quality and innovation meets Galalite's cutting-edge screen technology, ensuring an unparalleled moviegoing experience for all.

and unmatched viewing experience, Galalite screens ensure that every frame is displayed with stunning clarity and vibrant colours. Whether it's the latest blockbuster or a timeless classic, these screens guarantee an unforgettable cinematic journey for audiences of all ages.

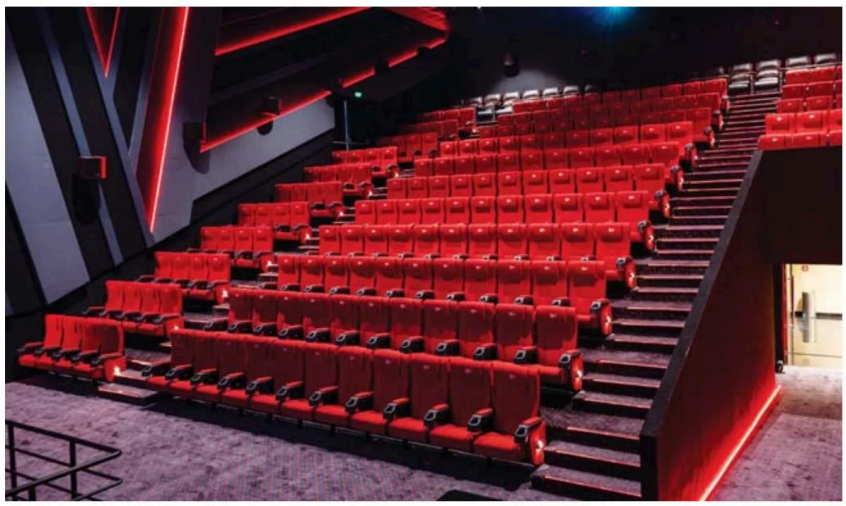
With its diverse range of screens catering to every preference, Palaxi Cinemas continues to elevate the moviegoing experience, setting new benchmarks in quality, comfort, and innovation. Whether it's the lavish indulgence of Palaxi Signature VIP screens, the groundbreaking technology of the Epiq screen, or the visual brilliance of Galalite screens, patrons can expect nothing less than excellence at every screening.

Galalite's dedication to innovation is undeniable. They were the first Indian company to coat screens in-house and have continuously pushed boundaries with groundbreaking technologies. Today, they remain an industry leader, crafting high-quality screens for digital and 3D cinemas worldwide.

The magic of Palaxi Cinemas extends beyond the screen.

"We are delighted to be a part of Palaxi Cinemas in Calicut. Galalite's unwavering commitment to research and development ensures that we consistently deliver excellence to our customers, ultimately enhancing the cinematic experience for the audience. We look forward to contributing to the success of Palaxi Cinemas and creating memorable moments for the audience."

*– **Yusuf Galabhaiwala,** Managing Director, Galalite*



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KSB CINEPLEX:

A CINEMATIC MARVEL IN TIRUPUR

In the bustling heart of Tirupur, a new cinema emerges as a beacon of modern design and technology. This venue seamlessly blends aesthetic elegance with functional brilliance, ensuring that every visit offers a memorable experience. From a sophisticated lobby adorned with profile lights and bronze mirrors to meticulously crafted auditoriums, every aspect enhances the movie-watching journey. The integration of high-definition projection systems and Dolby Atmos sound technology reflects a commitment to delivering superior audiovisual experiences, making it a standout destination for film enthusiasts in the region.

Situated on Kumaran Road, just 10 km from the Tirupur railway station, KSB Cineplex is strategically positioned for convenience. Its central location, paired with ample parking, makes it easily accessible to both locals and visitors.

The cinema boasts three screens, offering a diverse range of films with seating capacities of 352, 196 and 121, ensuring that there's something for everyone.

"The challenge was to blend aesthetics with functionality, ensuring that every design element not only looked good but also enhanced the viewer's experience," reflects a team member from Dezign And Construction Studio. The result is a sleek, modern venue that exudes warmth and invites moviegoers to immerse themselves in its unique ambience.

"Our aim was to create an environment that sets the tone for the moviegoing experience right from the moment you step in,"

explains the design team. The lobby's spacious layout, adorned with intricate decor and modern furnishings, speaks to this vision. The ceiling, a striking feature with its profile lights, bronze mirrors, and a tasteful white and brown colour scheme, adds to the overall visual appeal.

KSB Cineplex isn't just about looks-it's about delivering a superior viewing experience. The cinema is equipped with state-of-the-art digital projection systems, offering high-definition visuals in both 2D and 3D formats. High Frame Rate (HFR) capabilities further enhance the clarity of fast-paced scenes, making every moment on screen feel incredibly lifelike. "We wanted to ensure that our patrons enjoy the best visuals, whether they're watching the latest blockbuster or an indie film," notes the cinema's technical team.

Sound quality is another area where KSB Cineplex excels. "Our Dolby Atmos sound system ensures that the audience is enveloped in sound, making them feel like they're part of the action," says a spokesperson for the cinema. This advanced audio system, combined with thematic lighting and top-tier HVAC systems, creates an environment that is both immersive and comfortable.

The attention to detail at KSB Cineplex extends beyond the lobby and into the auditoriums themselves. Each screen is designed with a unique colour scheme-red, black, and white for Screen 1; grey, black, and yellow for Screen 2; and black and blue for Screen 3-creating a distinctive yet cohesive aesthetic. "We wanted each screen to have its own identity while maintaining a consistent overall theme," the design team explains.

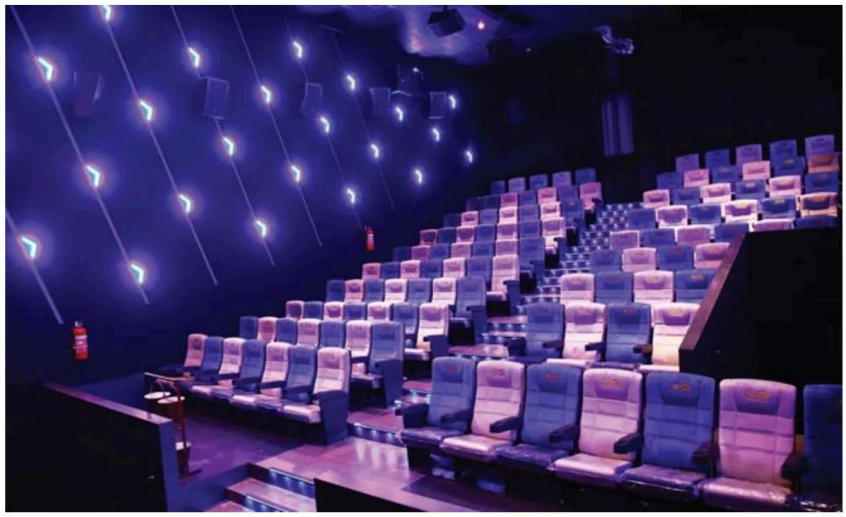
Even the restrooms at KSB Cineplex reflect this meticulous approach to

design. Featuring marble finishes, gold PVD borders, and profile lighting, the restrooms are as thoughtfully designed as the rest of the cinema. "We believe that every part of the cinema contributes to the experience, and our restrooms are no exception," adds the team.

Creating a cinema of this calibre wasn't without its challenges. "The biggest challenge was balancing the aesthetic elements with the functional requirements of a modern cinema," says the design team. From the grand elevation of the facade, adorned with ACP materials and wood textures, to the carefully planned lighting and seating arrangements, every detail was meticulously thought out.

KSB Cineplex has quickly become a go-to destination for cinema lovers in Tirupur, setting new standards in the industry. "Our goal was to create a cinema that not only meets the expectations of today's moviegoers but also sets new standards for the industry," says K.S. Balakumar, the Owner of KSB Cineplex. Their efforts have paid off, as the cinema continues to draw audiences from across the region, establishing itself as a benchmark for quality and innovation.

In a city that values both tradition and modernity, KSB Cineplex is a shining example of what the future of cinema can be. With its prime location, advanced technology, and thoughtful design, it's not just a place to watch movies; it's a place where memories are made.



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PVR INOX: INDIA'S NEW CINEMATIC LANDMARKS

Discover the latest additions to India's cinema scene with the grand openings of luxurious multiplexes across key locations. From Pune's pioneering Director's Cut and ICE Theatres to Gurugram's theme-based Cinemagic and Mumbai's restored Lido Cinema, explore the blend of advanced technology, elegant design, and immersive experiences that are redefining moviegoing across the country. Each venue brings a unique touch to cinematic luxury, promising unforgettable experiences for movie enthusiasts nationwide.

KOPA MALL, PUNE

PVR INOX has unveiled a magnificent 7-screen multiplex at KOPA Mall, Koregaon Park, Pune. This new addition marks the debut of the country's leading luxury cinema formats, Director's Cut and the immersive ICE Theatres, in the West Region.

The crown jewel of this multiplex is undoubtedly the five Director's Cut auditoriums, a part of PVR INOX's 'The Luxury Collection' portfolio. Known for offering an unparalleled, sophisticated movie-viewing experience, these auditoriums set the stage for cinematic excellence. Adding to the grandeur are the ICE Theatres and a Premiere auditorium, all equipped with cutting-edge technologies such as 4K Laser projection, Dolby Atmos sound, and Next Generation 3D.

Adjacent to the theatres, the Gatsby resto-bar offers an exquisite dining experience, elevating the concept of dinner and a movie to a new level. Culinary options abound with The Popcorn Bar's diverse flavoured popcorn, La Cuisine's contemporary continental dishes, and Simply Sushi's authentic offerings, creating a feast for both the eyes and the palate.

This new cinema, with a seating capacity of 751, serves the upscale area of Pune and expands

L-R - Pramod Arora, Ashwin Puri, Ajay Bijli, Rajkummar Rao, Tushar Hiranandani and Renaud Palliere

PVR INOX's footprint in Maharashtra.

The ICE IMMERSIVE technology from France adds a sensorial dimension to movie-watching with LED panels on each side of the auditorium, filling the peripheral vision with ambient colours and shapes that complement the action on the main screen. Enhanced through 4K Projection and 3D Dolby Atmos sound, the ergonomic comfort is furthered by custom-made 60cm-wide seats arranged in curved rows for optimal orientation towards the screen.

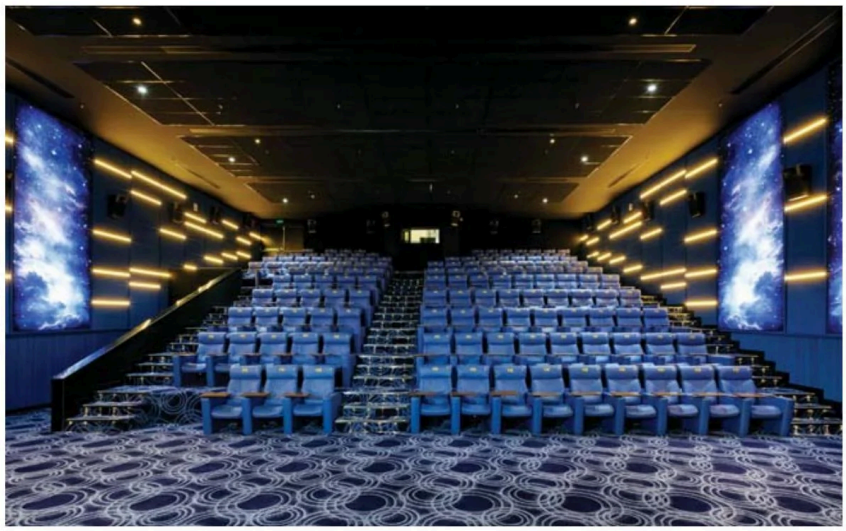
"In a city that truly appreciates the richness of cinema, Pune inspires us to build large, super-premium auditoriums through our exclusive Director's Cut and ICE Theatres, enhancing the immersive and escapist nature of the experience. With Gatsby's, we introduce a sophisticated gourmet dining and resto-bar concept, offering the perfect complement to the cinematic experience."

– Renaud Palliere,
Chief of The Luxury Collection & Innovation, PVR INOX

AMBIENCE MALL, GURUGRAM

PVR Cinemagic, the 4-screen multiplex introduces two unique theme-based auditoriums, Space and Forest alongside the multi-sensory 4DX and the kid-friendly Playhouse, catering to diverse audience preferences and elevating the cinematic experience.

With PVR Cinemagic, PVR INOX reaffirms its dedication to delivering experiential out-of-home entertainment across India. This new addition marks the 14th cinema in Gurugram, expanding the city's screen count to 64.

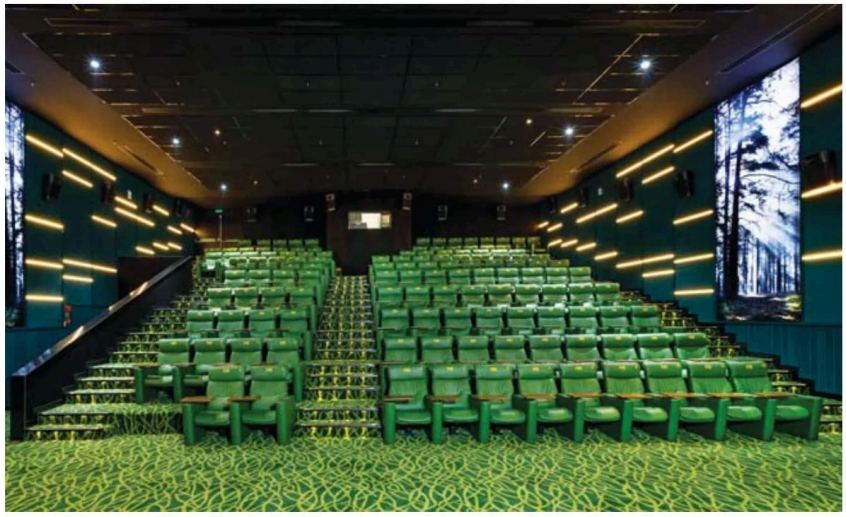


The Forest auditorium transports viewers to a serene, nature-inspired environment with green hues and a tranquil design. In contrast, the Space auditorium offers an intergalactic adventure with blue and black colour schemes, complemented by rainforest and space-themed audio tracks that enhance the immersive experience. With a total seating capacity of 397 guests, PVR Cinemagic is equipped with top-tier theatrical technology, including Dolby 7.1 sound, 2K laser projection, and 3D-enabled screens.

The 4DX auditorium at PVR Cinemagic incorporates on-screen visuals with synchronised motion seats and environmental effects such as water, wind, fog, scent, and

snow, creating a multi-sensory cinematic experience.
The Playhouse auditorium, designed to captivate younger audiences, features vibrant colours, playful elements, and a specially curated seating arrangement complete with slides, ensuring a delightful movie-watching experience for children.

In the 4DX auditorium, films come to life with environmental effects that sync perfectly with the on-screen action, ensuring that every splash of water, gust of wind, and scent is felt by the audience.
The Playhouse auditorium, with its bright and colourful design,



provides a playful and engaging environment for children, making their cinema experience both fun and memorable.

LIDO MALL, MUMBAI

The Luxury Collection, by PVR INOX has transformed the historic Lido Cinema at Juhu Tara Road in Santacruz, Mumbai, into a versatile and vibrant space while retaining its heritage charm. This restoration project showcases the brand's commitment to preserving and reviving iconic cinemas across the country.

Originally a single-screen cinema, Lido has been redesigned into a stunning building that seamlessly blends modern features with the unmistakable beauty of its original art deco retro charm. The new cinema will augment PVR INOX's foothold in Mumbai to a total of 25 cinemas across 125 screens and 55 cinemas across 276 screens in Maharashtra.

To mark the launch of PVR INOX Lido and celebrate the occasion, PVR INOX hosted a grand opening event in the presence of Ajay Bijli, Managing Director of PVR INOX, renowned director Zoya Akhtar, along with Farhan Akhtar and Reema Kagti.

L-R - Reema Tagti, Ajay Bijli, Zoya Akhar and Farhan Akhtar at the launch of PVR INOX LIDO

"The reopening of Lido Cinema represents a significant moment for us at PVR INOX. Such iconic cinemas represent the distinctive architectural legacy and fabric of the city that they belong to, and we are happy that in reviving this historic cinema, we could preserve a slice of Mumbai's heritage and cultural identity. The unique appeal of the new cinema lies in its ultra-modern viewing experience that will be enjoyed by generations to come."

– Ajay Bijli,
Managing Director, PVR INOX

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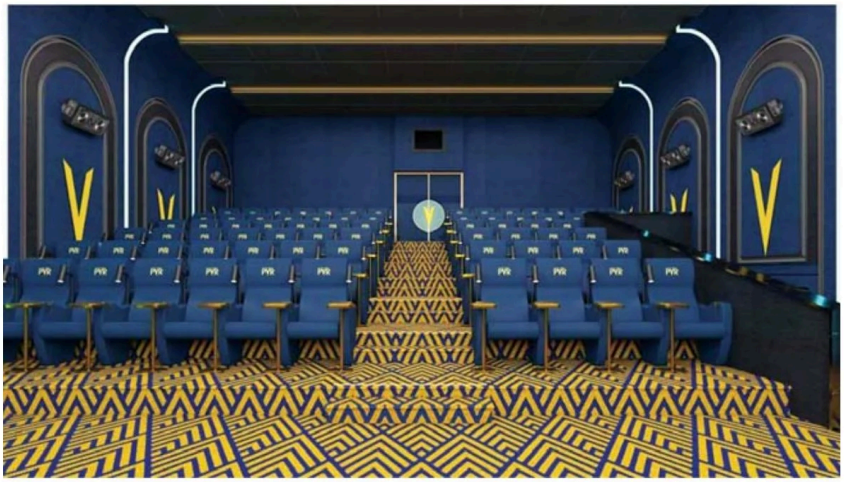
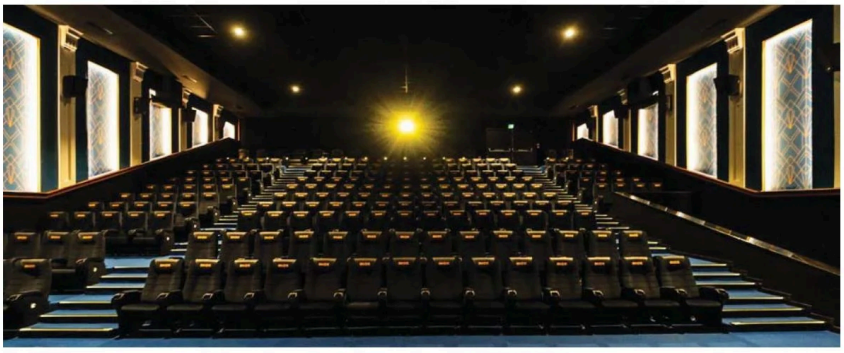
Situated close to Mumbai's Chhatrapati Shivaji International Airport, the cinema has undergone a remarkable makeover, now converted into a three-screen multiplex with a total of 326 seats. To offer its patrons an unparalleled movie-watching experience, it features state-of-the-art projection and sound technologies, including 2K laser projectors, Next Gen 3D, and Dolby 7.1 sound.



The transformation of Lido Cinema, once the oldest cinema in Juhu with wooden seats, through its renovation in 1979, and now to this modern and artistic avatar, mirrors the evolving preferences of movie watchers. The revitalised Lido Cinema is set to become a beacon of modern cinematic luxury, preserving the past while embracing the future.

PRISM MALL, HYDERABAD

The newest 4-screen cinema in Hyderabad, equipped with 4K Laser Projection promises an unparalleled moviegoing experience with an extensive array of amenities for Gachibowli's cinephiles.



The cinema will strengthen PVR INOX's foothold in Hyderabad with 97 screens in 17 properties and in the state of Telangana with 110 screens in 20 properties.

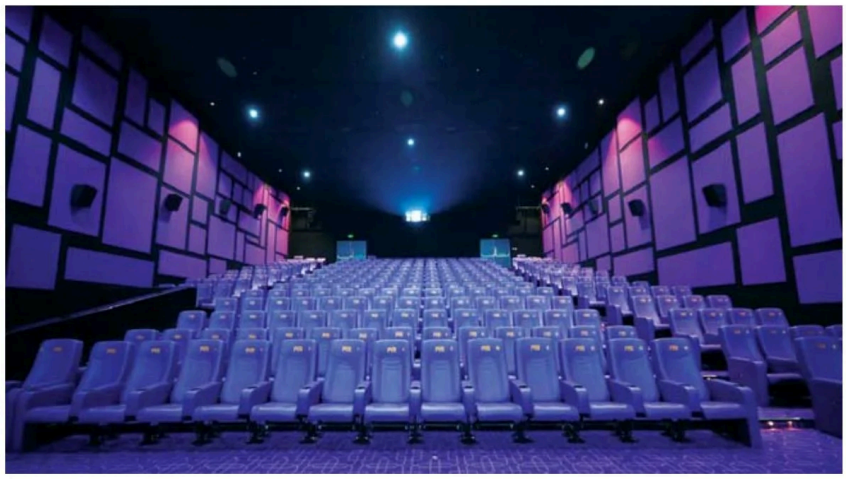
Situated just 7 km from HITEC City, Hyderabad's affluent IT neighborhood, PVR INOX Prism boasts an easily accessible location catering to tech professionals, residents of nearby high-rises, and students from esteemed institutions like the University of Hyderabad with a seating capacity of 950, including celebrity recliners, the new cinema is equipped with the best-in-class theatrical technology to offer an immersive and enhanced cinematic experience. This includes 4K laser projection, advanced Dolby Atmos immersive surround sound, and the Next Gen 3D system.

With a seating capacity of 950, including celebrity recliners, the new cinema is equipped with the best-in-class theatrical technology to offer an immersive and enhanced cinematic experience. This includes 4K laser projection, advanced Dolby Atmos immersive surround sound.

The aesthetics of the cinema feature a stunning Art Deco-inspired lobby, where grandeur meets functionality. Bold geometric patterns, sleek finishes, and thoughtfully placed pendant ceiling lights create a space that is both elegant and inviting. Multiple food outlets cater to diverse tastes, ensuring a complete entertainment experience.

VARAM CENTRAL MALL, MACHILIPATNAM

PVR INOX's first multiplex in Machilipatnam, Andhra Pradesh, at the Varam Central Mall boasts three screens with a seating capacity for 872 guests. This marks PVR INOX's inaugural venture in Andhra Pradesh post-merger, highlighting its commitment to expanding into tier-II and tier-III markets. The new multiplex offers the latest 3D Freedo light technology, Dolby Atmos audio, and 2K projectors, ensuring an exceptional cinematic experience. Designed with plush sliders and recliners, the multiplex promises unparalleled comfort and a sophisticated, elegant ambience. With each auditorium featuring a unique colour theme, the cinema's aesthetic appeal matches the quality of its technological advancements.



"We are thrilled to unveil Machilipatnam's first three-screen multiplex at Varam Central Mall. With a new entertainment landmark, the magical effect of the real big screen offering the choice of movies under one roof comes to the doorstep of discerning moviegoers in the city. The multiplex will be the true symbol of the most contemporary, thought-out and well-appointed cinema-viewing experience. At PVR INOX, we are paving the way for expanded access to entertainment in untapped markets with cutting-edge technologies, world class ambience, opulent comfort and exciting range of F&B options."

– Sanjeev Kumar Bijli, *Executive Director, PVR INOX*

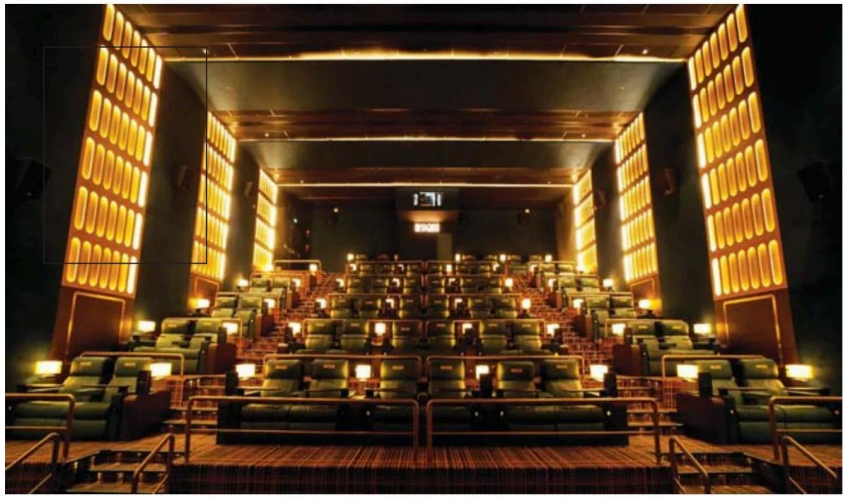
URBAN SQUARE MALL, UDAIPUR

Nestled within the vibrant Urban Square Mall, Udaipur's newest and grandest multiplex has just opened its doors, introducing a new level of cinematic luxury to the city. This six-screen property, boasting a seating capacity of 1,009, is now the largest cinema venue in Udaipur, and it also marks the debut of the INSIGNIA format; a first for the region.

The city now hosts 14 screens across three locations, contributing to the growing number of 82 screens in 21 cinemas throughout Rajasthan. The growth extends even further across West India, where the company now operates 373 screens across 80 properties, solidifying its influence in the region.

The jewel in this crown is the INSIGNIA auditorium, where every seat is a fully reclining haven of relaxation, designed to provide moviegoers with the utmost comfort.

Technologically, the multiplex is a showcase of the latest advancements in cinema. Equipped with 2K projectors, Next Gen 3D screens, and Dolby Atmos sound systems, it offers a viewing experience that is both crystal clear and immersive.



The design of the multiplex is a tribute to the rich cultural heritage of Udaipur. The interiors are a seamless blend of vibrant colours, elegant ambience, and sophisticated luxury, with each of the six auditoriums featuring a distinct colour scheme and fabric paneling in a signature 'X' pattern. Beyond the screening rooms, the multiplex also includes a luxurious lounge and a live kitchen, offering gourmet menu options that cater to both movie and food enthusiasts.

PHOENIX PALLADIUM MALL, GUJARAT

With the latest addition to its ever-expanding portfolio, Ahmedabad now boasts the largest and most luxurious multiplex in Gujarat. This 9-screen marvel, located in the prestigious Phoenix Palladium Mall, marks a significant milestone with the introduction of the state's first IMAX and LUXE formats. As the latest offering from India's leading cinema exhibitor, this venue is set to redefine moviegoing experiences in the region, offering an unparalleled blend of cutting-edge technology and opulent comfort.

This new cinema not only expands the company's footprint in Ahmedabad to 36 screens across six properties but also strengthens its presence in Gujarat, where it now operates 134 screens in 28 cinemas. With 210 screens across 43 properties in Central India, the company's influence in the region continues to grow.

Strategically situated in the upscale Thaltej area, this multiplex is perfectly positioned to attract moviegoers from across the city. Its location along the Sarkhej-Gandhinagar Highway ensures easy accessibility, making it a prime destination for cinema lovers. The multiplex, with its capacity to seat 1,283 guests, promises a viewing experience that is both immersive and luxurious, thanks to state-of-the-art cinematic technologies. From captivating 3D visuals and Dolby 7.1 Audio for powerful sound to 4K laser projection that brings films to life in stunning detail, every aspect of this cinema has been designed to offer a larger-than-life experience.

The standout feature of this new multiplex is the introduction of Gujarat's first commercial IMAX with Laser theatre. This next-generation 4K laser projection system, exclusive to IMAX screens, delivers unmatched resolution, sharper and brighter images, deeper contrast, and a palette of colours that are nothing short of extraordinary. Coupled with IMAX's Surround sound technology, the audio experience is equally immersive, offering greater dynamic range and precision that places the audience at the heart of the action.

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MIRAJ CINEMAS:

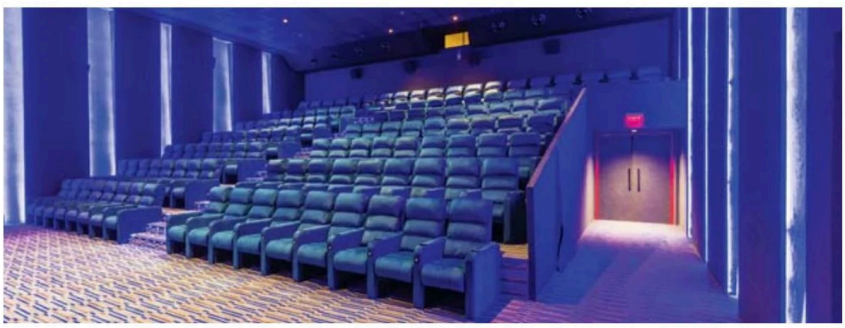
EXPANDING THE CINEMATIC FOOTPRINT ACROSS INDIA

Three newly unveiled multiplexes across key cities are setting new standards in cinema. With their advanced projection systems, luxurious seating options, and gourmet dining experiences, the venues are designed to offer moviegoers an extraordinary journey into film that combines technological sophistication with high-end comfort.

SANAND, AHMEDABAD

Nestled in the bustling industrial hub of Sanand, Ahmedabad, Miraj Cinemas' latest addition stands tall on the 3rd floor of Vardhaman Square, offering a panoramic view of the iconic Hajarimata Temple and the Viramgam Highway. Boasting three exquisitely designed screens with a total seating capacity of 374, this multiplex sets a new benchmark in cinematic luxury. From plush sofa seats to cutting-edge recliners, every detail is crafted to ensure maximum comfort and immersion in the movie-watching experience.

The ambience is complemented by the exclusive Pop Corner and Chef's Corner, where patrons can indulge in gourmet cuisine and artisanal snacks prepared by skilled in-house chefs. It's not just about watching a film; it's about embarking on a sensory journey that combines the magic of cinema with the pleasures of fine dining.



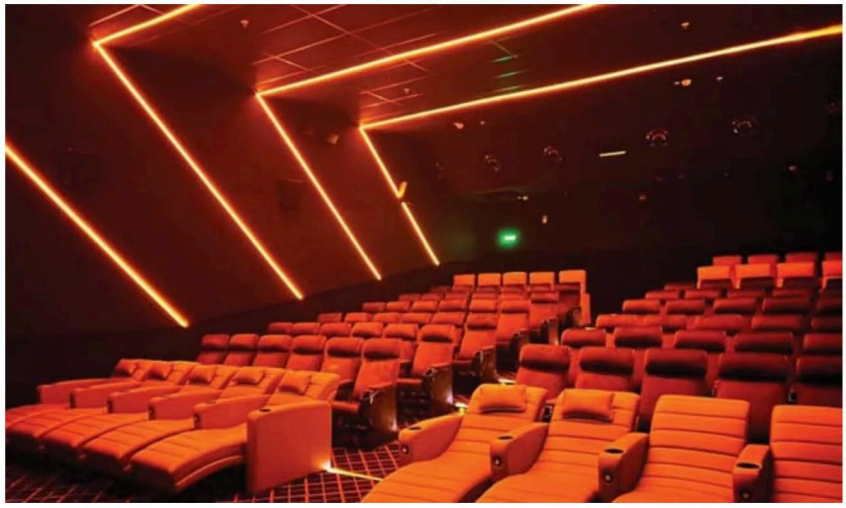
Amit Sharma, Managing Director of Miraj Entertainment, shared his vision, saying, "Our new multiplex in Sanand is more than a cinema; it's a testament to our dedication to creating unforgettable experiences. Gujarat holds a special place in our expansion strategy, and we are committed to setting new standards in entertainment and luxury."

SHALIN SQUARE, AHMEDABAD

In the heart of Ahmedabad's vibrant business district, Miraj Cinemas welcomes moviegoers to Shalin Square, a sophisticated destination on the Outer Ring Road at Hathijan Circle. With four screens and a seating capacity of 343, including sumptuous sofas and luxurious loungers, this multiplex combines elegance with cutting-edge technology. Each auditorium is equipped with advanced projection systems and immersive sound, ensuring every movie is an unforgettable experience.

The grandeur extends beyond the screens to the lavish lobby and ambient settings, creating a welcoming atmosphere for cinephiles seeking both comfort and class. At the Chef Corner and Pop Corner, guests can indulge in a culinary journey curated to complement the cinematic experience, making Shalin Square a destination where luxury and entertainment converge seamlessly.

Amit Sharma expressed his excitement, stating, "Shalin Square embodies our commitment to innovation and luxury in cinema. Ahmedabad's discerning audience deserves nothing less than the best, and we aim to exceed their expectations with every visit."

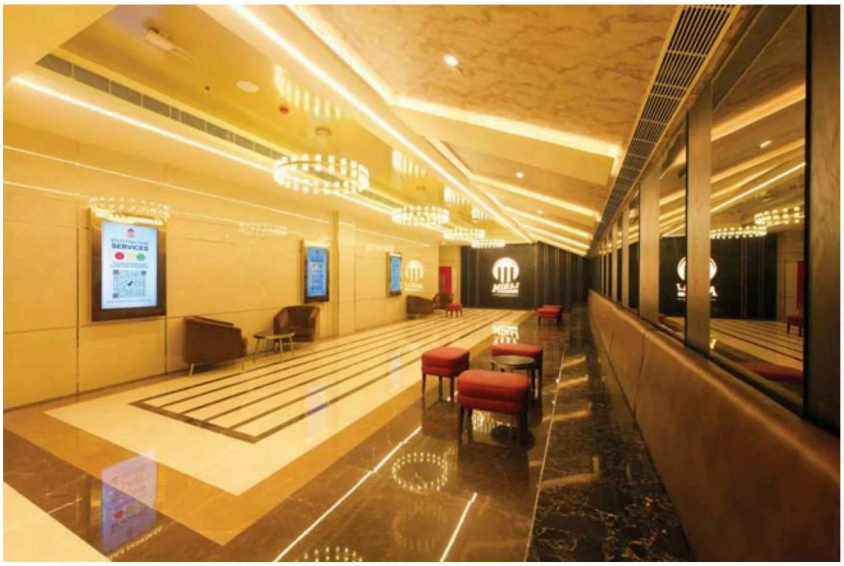


"Shalin Square embodies our commitment to innovation and luxury in cinema. Ahmedabad's discerning audience deserves nothing less than the best and we aim to exceed their expectations with every visit."

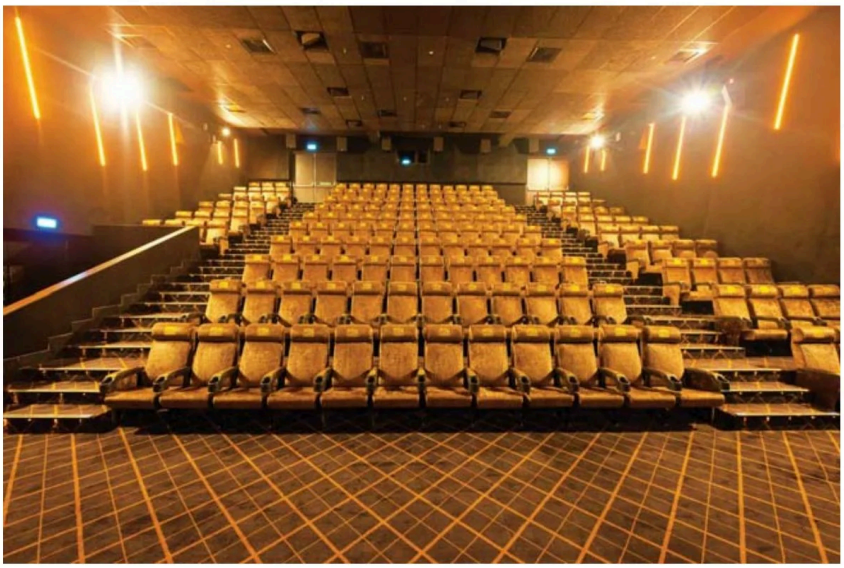
– Amit Kumar Sharma,
Managing Director, Miraj Entertainment

SEKARAN MALL, CHENNAI

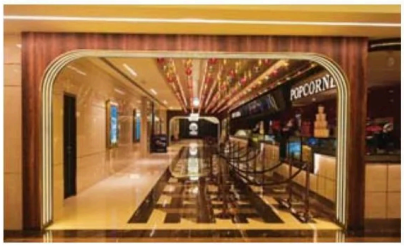
In Chennai's bustling Perumbakkam area, Miraj Cinemas introduces a breathtaking four-screen multiplex on the 4th floor of Sekaran Mall. With a seating capacity of 555 spread across its auditoriums, this multiplex is a testament to Miraj's dedication to blending modernity with local culture. Each screen features state-of-the-art technology, ensuring crystal-clear visuals and immersive sound that transport audiences into the heart of every story.



Beyond its technical prowess, the multiplex's architecture reflects Tamil Nadu's rich heritage, combining contemporary design with cultural elements that resonate with local patrons. The ambience is enhanced by ambient lighting and a welcoming lobby that sets the stage for a memorable movie experience. At Chef Corner and Pop Corner, movie buffs can savour a range of gourmet delights, adding a culinary dimension to their outing.



Amit Sharma remarked, "Our Chennai multiplex is designed to celebrate the spirit of Tamil Nadu, offering a holistic entertainment experience that resonates with the local community. It's more than a cinema; it's a celebration of cinema's magic."



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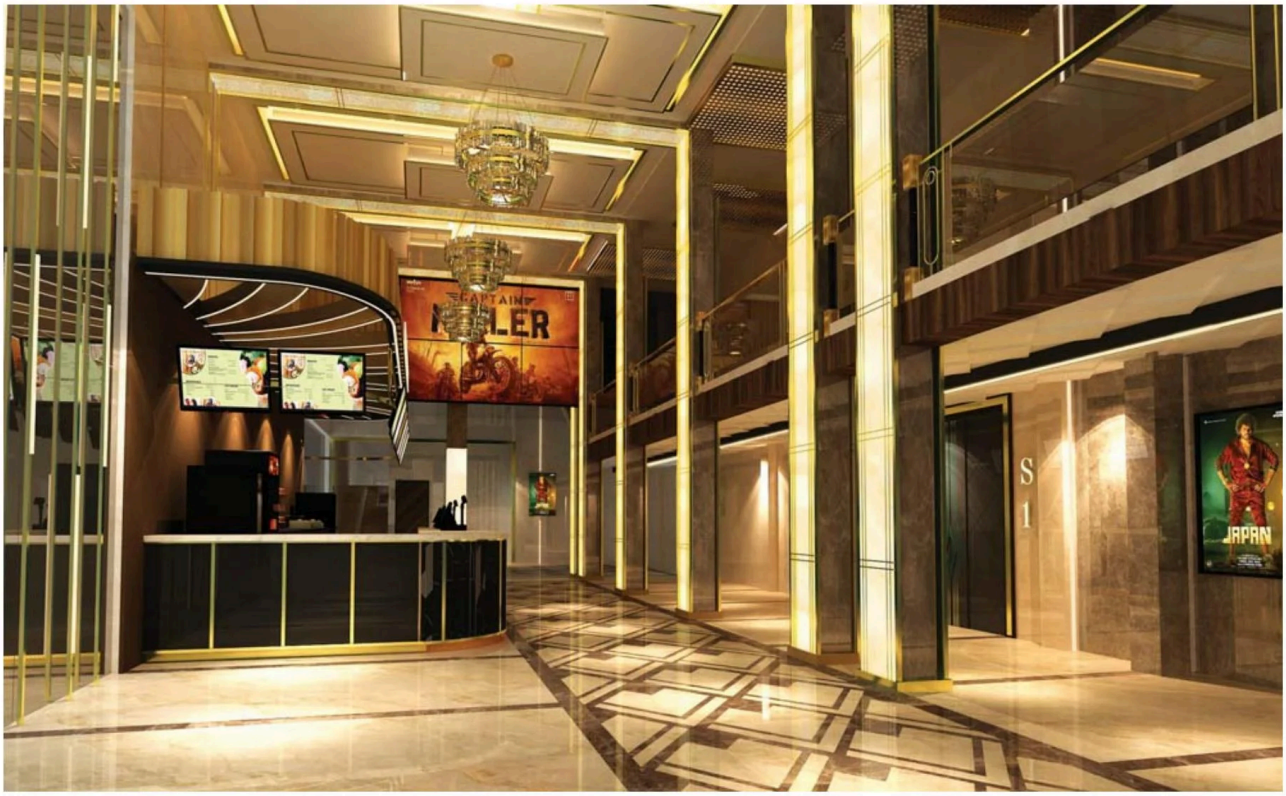
SRI KARUNAMBIKA THEATRE:

AVINASHI'S NEWEST SHOWSTOPPER



Avinashi's latest theatre is a shining example of how tradition and technology can coexist beautifully. Designed to impress, it offers three uniquely themed screens, each with its own colour palette and sophisticated lighting. The venue boasts high-definition projectors, dynamic LED screens, and advanced sound systems for an immersive experience, while its regal lobby with mirror and gold detailing creates a welcoming atmosphere. Conveniently located, it bridges the gap between accessibility and luxury, catering to a variety of film tastes with a blend of local and international offerings.

Nestled in the vibrant heart of Avinashi, Tirupur, Tamil Nadu, the Sri Karunambika Theatre stands as a testament to modern cinema excellence. Designed by the Dezign And Construction Studio from Chennai, this cinematic marvel effortlessly blends cutting-edge technology with traditional charm, creating an unparalleled moviegoing experience.

From the moment you step into Sri Karunambika Theatre, it's clear that this isn't just another cinema. With three screens offering varying capacities; Screen 1 accommodates 253, Screen 2 hosts 123, and Screen 3 provides seating for 111 people the theatre caters to diverse tastes and movie

preferences. The thoughtful design ensures that each screening is a vivid cinematic experience, tailored to the audience's choice.

What truly sets Sri Karunambika apart is its impeccable balance between accessibility and grandeur. Situated centrally, the theatre is easily reachable from Tirupur railway station and bus stands, making it a convenient destination for both locals and visitors. This accessibility is complemented by the theatre's innovative features, such as advanced lighting and sound systems, which elevate the overall viewing experience.

The theatre's uniqueness lies not just in its technical prowess but also in its design and ambience. The architectural brilliance of Dezign And Construction Studio shines through in every detail. The auditorium's design is a visual treat, with each screen featuring its own distinct colour scheme and lighting design-ranging from the luxurious black and gold of Screen 1 to the sleek monochromatic blue of Screen 3. The lobby, with its grand chandeliers and luxurious materials like mirrors and PVD gold beading, creates a welcoming and royal atmosphere that leaves a lasting impression.

Technologically, Sri Karunambika Theatre is ahead of its time. Equipped with high-definition projectors, large LED screens for dynamic visuals, and advanced sound systems, it promises a crisp, clear, and immersive viewing experience. The integration of 3D

and 4D capabilities adds an extra layer of excitement, while the soundproofing and acoustic panels ensure that every whisper and roar is heard with perfect clarity. The ambience is further enhanced by dimmable lighting and state-of-the-art HVAC systems, ensuring a comfortable environment for all patrons.

The theatre's history is as rich as its present. Established in the late 1970s or early 1980s, Karunambika Theatre began as a single-screen venue, cherished by the local community for its comfort and presentation. Over the decades, it evolved, incorporating digital projection systems and enhancing its facilities to meet modern expectations. The shift towards a multiplex model was a significant step, reflecting the growing demand for diverse viewing options.

Ownership of Sri Karunambika Theatre rests with Sivaprakasam, whose vision and investment have been crucial in shaping the theatre's current form. The dedication to maintaining and upgrading the theatre highlights a commitment to providing top-notch entertainment while preserving its cultural legacy.

The theatre's aesthetic features are complemented by a broad selection of films. While Tamil cinema dominates the programming, the theatre also screens regional films from Telugu, Kannada, and Malayalam, alongside select Bollywood and international releases. This diverse offering ensures that there's something for everyone.

Challenges during the development were met with innovative solutions. From architectural and design hurdles to the integration of sophisticated technology, every obstacle was tackled with creativity and precision. Vendors like PlayNex Media for networking and Fabs and Glaze for fabrication played pivotal roles in bringing this vision to life.

In the ever-evolving landscape of cinema, Sri Karunambika Theatre stands out not just as a place to watch films but as a destination that marries tradition with modernity, comfort with technology, and accessibility with luxury. It's a cinematic experience that goes beyond the screen, inviting every patron to be part of something truly special.

GRAND CINEMAS:

HOSUR'S GATEWAY TO CINEMATIC BLISS

In the serene streets of Hosur, a new cinematic oasis has emerged, promising a revolutionary moviegoing experience. This latest addition stands as a testament to innovation, seamlessly integrating advanced technology with luxurious comfort. Featuring four state-of-the-art screens, including towering 55ft and 40ft displays, it creates an immersive environment for all types of film enthusiasts. With cutting-edge projection and sound systems, including Dolby Atmos and Barco laser projectors, every visit transforms into a sensory adventure, setting a new benchmark for small-town cinema.

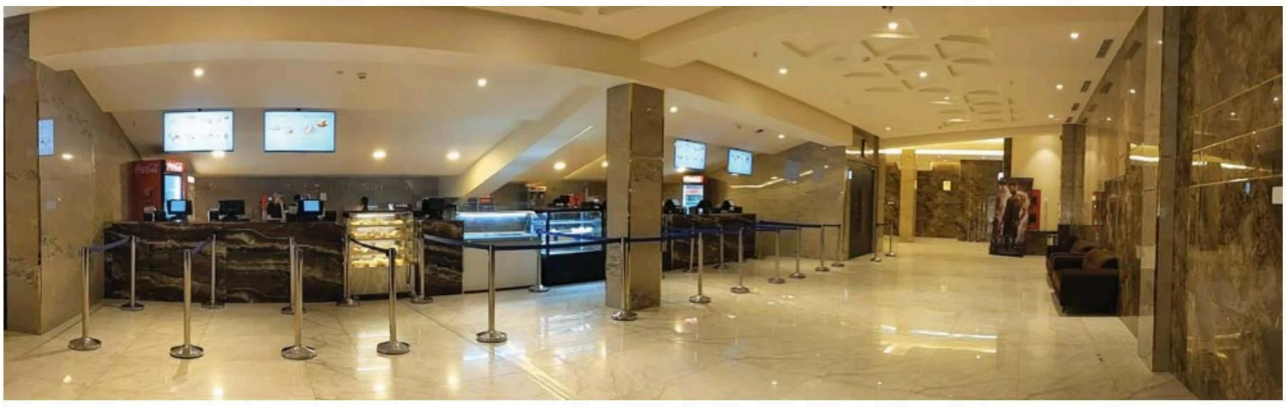
Nestled amidst the quaint streets of Hosur, Grand Cinemas emerges as a beacon of cinematic brilliance, offering a haven for both cinephiles and casual moviegoers. Situated in a small town, this multiplex endeavours to bridge the gap between cutting-edge cinema technology and local audiences, eliminating the need for arduous journeys to metropolitan areas for a taste of cinematic excellence. Here, patrons can indulge in the latest advancements in movie-watching experiences, all at an affordable price point.

Grand Cinemas isn't just a movie theatre; it's a testament to the transformative power of entertainment in small communities. With a commitment to staying ahead of the curve, this cinema prides itself on its state-of-the-art facilities and cutting-edge technology. From crystal-clear visuals courtesy of advanced projection systems to immersive audio experiences delivered through Dolby Atmos sound, every aspect of the cinematic journey is meticulously crafted to captivate and enthral audiences.

But it's not just about the technology; comfort is paramount at Grand Cinemas. Luxurious recliners beckon patrons to sink into relaxation as they embark on a cinematic adventure. With ample legroom and plush seating, every seat is the best seat in the house, ensuring that comfort is never compromised.

Unveiling a Spectacular Array of Screens

Step into the realm of cinematic splendour as Grand Cinemas unveils its four magnificent screens, each a testament to innovation and



sophistication. With two towering 55ft screens and two equally impressive 40ft screens, every viewing experience is elevated to new heights. From the latest Hollywood blockbusters to hidden cinematic gems, Grand Cinemas ensures there's something to captivate every movie enthusiast.

Crafting the Perfect Ambience

At Grand Cinemas Hosur, the understanding is that the movie-watching experience extends beyond the screen. That's why the cinema halls are painstakingly designed to exude comfort, spaciousness, and ambience. Patrons can sink into luxurious 22-inch Penworkers Recliner Chairs, relish the ample leg space of 1150mm, and immerse themselves in the unparalleled audiovisual extravaganza. With Dolby Atmos sound systems, exclusive Dolby speakers and amplifiers, and cutting-edge Barco laser projectors, every frame comes to life with breathtaking clarity and precision.

Indulge in Cinematic Delights

No cinematic adventure is complete without delectable treats to entice the taste buds. Grand Cinemas' concession stands, equipped with imported Goldmedal Popcorn Machines, offer a tempting array of snacks and Coke beverages to enhance the movie-watching experience. Whether craving the salty crunch of popcorn or the refreshing fizz of a cold drink, patrons are well-covered.

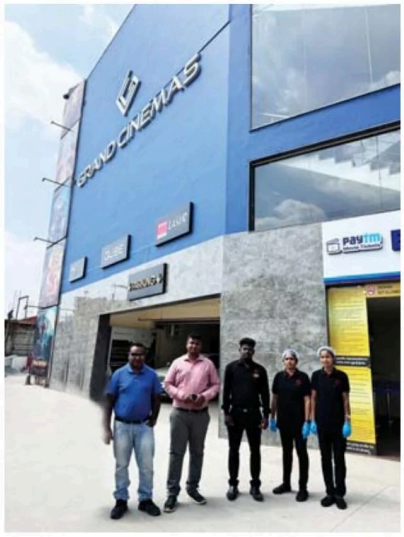
Seamless Booking Experience

Long queues and last-minute rushes are a thing of the past with Grand Cinemas' easy online booking system powered by TicketNew. With just a few clicks, tickets can be secured in advance, ensuring a hassle-free and seamless moviegoing experience from start to finish.

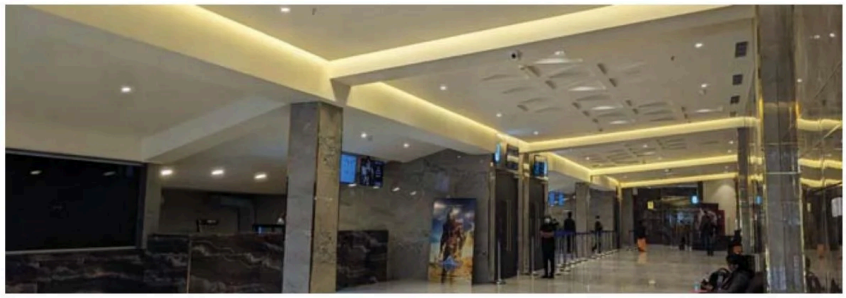
A Team Committed to Excellence

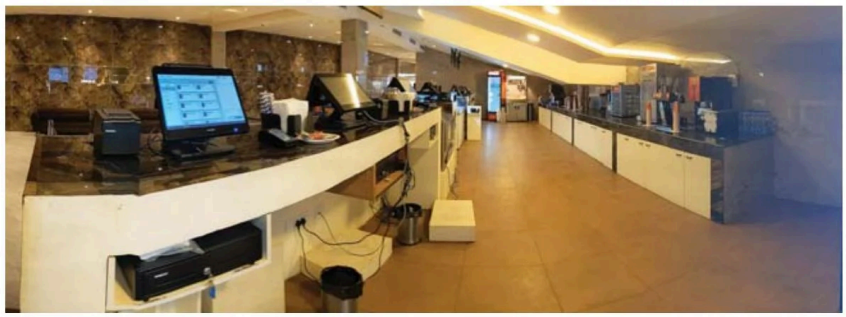
Behind the curtain of Grand Cinemas stands a team of visionaries, united by their passion for movies and unwavering commitment to excellence. With a diverse background encompassing Chennai-based doctors, US-based engineering professionals, and seasoned movie theatre owners, the team brings a wealth of expertise and dedication to every aspect of the cinematic journey.

In essence, Grand Cinemas is more than just a movie theatre; it's a cultural hub, a gathering place, and a source of community pride. By bringing the latest in cinema technology and comfort to the heart of Hosur, this multiplex is not just changing the way people watch movies-it's changing lives, one screening at a time. Patrons are invited to come, immerse themselves in the magic of the silver screen, and discover why Grand Cinemas is the ultimate destination for cinematic excellence in small-town India.



Raghav from TheatreWorld with Manager Fayaz and team of Grand Cinemas





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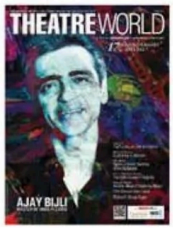

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