



PVR and Dish TV to promote 20-20 Matches

March 19, 2010, India: PVR Ltd., the leading entertainment company in India, and Dish TV today announced a tie-up to promote 20-20 matches that will be telecast live on PVR screens. The promotions are being activated in 10 cities across India where the matches will be screened in PVR theatres - Delhi NCR, Mumbai, Lucknow, Chandigarh, Ludhiana, Indore, Raipur, Vadodara, Aurangabad and Latur.

PVR has created a stadium like atmosphere in its Audis to drive in more foot-falls for the 20-20 matches live. Face painters to cheerleaders, PVR is bringing in all the excitement so that cricket lovers can watch the matches in the atmosphere of a stadium and at the same time enjoy the comforts of a movie theatre.

Dish TV subscribers can avail of Special Discounts for PVR 20-20 tickets by logging on www.dishtv.in between 20th March and 25th April 2010. Limited seats are available per match and the subscribers will need to hurry as the tickets will be offered on the basis of first come first serve.

Patrons to the 20-20 matches in PVR theatres can also avail a special discounted price for a new Dish TV connection between 20th March and 25th April 2010. The discount vouchers will be distributed in the box office and will be available for Movie patrons also. This offer will be valid for ordering Dish TV through home delivery only.

Commenting on the announcement Salil Kapoor, COO, Dish TV said, "We are happy to associate with one of the largest cinema chains in India. Watching live 20-20 matches on the large screen will be a great experience for all cricket fans across India who wants to enjoy the stadium like frenzy from the comfort of a cinema hall. Cricket lovers at Lucknow and Ludhiana who don't get to see 20-20 matches live at the stadium would now be able to experience the stadium energy at PVR cinemas".

Speaking about the engagement Gautam Dutta, CEO, Cinemedia, PVR said, "I am sure this engagement will get in more cricket lovers to our Audis. We are focusing on enhancing the experience of the patron when he steps in to our Audis to watch any of the matches - I think the combination of offering comfortable viewing along with a stadium like experience should work very well as it is a direct feed that we will be screening. This engagement is another step to add value to the experience that our patrons are so used to."

About Dishtv India

Dishtv is India's No. 1 direct-to-home company and part of the biggest media conglomerate - Zee group. Dishtv has on its platform 240 channels & services including 21 audio channels with over 6.6 million subscribers, which is growing. Dishtv has a vast distribution network of about 700 distributors & 48,000 dealers that spans around 6600 towns across the country. Dishtv has 24*7 call centre with 1600 seats in 11 different languages to take care of subscriber requirements at any point of time. For more information on Dishtv, visit www.dishtv.in

About PVR Cinemas

PVR is one of the largest and most premium film entertainment companies in India. The company pioneered the multiplex revolution in India by establishing the first multiplex cinema in 1997. Currently, PVR operates a cinema circuit consisting of 116 screens spread over 16 key cities in India. PVR's service offerings include affordable multi-screen cinemas that offer superior ambience and high hygiene standards for consumers in Tier II cities; branded as 'PVR Talkies' at one end of spectrum. On the other hand, the company has launched the premium brand of multiplexes called "PVR Premiere"



which includes Gold Class Cinemas that caters to the esteemed urban consumers with facilities like 180-degree leather upholstered reclining seats, personalized menu, lounge areas, and many such services. The company 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.

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