



13th August, 2019

The Secretary
BSE Limited
P J Towers
Dalal Street
Mumbai – 400 001

The Manager
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No C/1
G Block, Bandra-Kurla Complex
Bandra (East), Mumbai – 400 051

Scrip Code: 532706

Scrip Code: INOXLEISUR

Dear Sir / Madam,

Sub: Press Release

Please find enclosed a press release dated 13th August, 2019 for your information.

You are requested to take the same on record.

Thanking you,

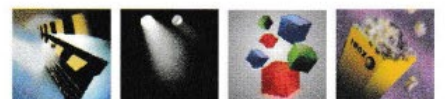
Yours faithfully,
For INOX Leisure Limited

Parthasarathy Iyengar
Company Secretary

INOX LEISURE LTD.

5th Floor, Viraj Towers, Next to Andheri Flyover, Western Express Highway, Andheri (East), Mumbai 400 093, India.
Tel (91 22) 4062 6900 • Fax : (91 22) 4062 6999 • E: contact@inoxmovies.com • www.inoxmovies.com

Registered Office : ABS Towers, Old Padra Road, Vadodara 390 007 • Tel (91 265) 6198111 • Fax (91 265) 2310312 • CIN: L92199GJ1999PLC044045



13th August, 2019

Statement from INOX Leisure Ltd

We note from various media reports, that one of India's largest telecom enterprises, have announced that they intend to launch, by mid-2020, a service that would include, inter alia, making available movies for viewing at home, on the same day these movies are released in cinema theatres. While it is difficult to react based on the insufficient details available, given the wide coverage given to this announcement, and some queries we have received on the subject, we thought it would be appropriate to share our initial thoughts on the subject immediately. A more comprehensive reaction would perhaps require further details of the service being proposed.

The theatrical exhibition industry, led primarily by the multiplex industry, has made significant investments in world class cinema theatres, by bringing in state of the art technology, luxurious ambience, bespoke comfort and unmatched service, ultimately curating an experience which can never be matched by watching movies on television screens at home. We strongly believe that Indian movie watchers' love for cinema on giant screens is deep rooted and unshakeable, and this has kept, and will continue to keep, the industry alive and thriving for the past several decades, and for several decades to come.

We would also like to point out that producers, distributors and multiplex owners in India have mutually agreed to an exclusive theatrical window of 8 weeks, between the theatrical release of a movie, and release on any other platform. This exclusive theatrical window is a model that is followed internationally, in order to ensure the robust financial viability of all the segments of the sector, and has been replicated in India.

The producer of the film is the owner of the creative content and is therefore entitled to choose the platform for distribution and consumption of his content. However, in view of this mutually agreed exclusive theatrical window, he would have to choose between theatrical exhibition or release on any other platform, since release on both simultaneously would breach the mutually agreed exclusive theatrical window.

About INOX Leisure Limited

INOX Leisure Limited (INOX) is amongst India's largest multiplex chains with 143 multiplexes and 595 screens in 67 cities. INOX has redefined movie experiences in India making it truly a 7-star experience. Each INOX property is unique with its own distinct architecture and aesthetics. Beyond the normal screens, INOX also has INOX INSIGNIA for the discerning audience or KIDDLES for young patrons or MX4D® EFX Theatre for an immersive experience or the panoramic viewing with ScreenX at select locations. INOX brings the very latest in projection and audio technology with INOX Laserplex, IMAX & INOX ONYX. Some of the key multiplex features include plush micro adjustable leather recliners with a butler on call facility, gourmet meal choices by celebrity chef, designer staff uniforms. For more information on INOX, movie ticket bookings, exciting updates, trivia and trailers, visit www.inoxmovies.com, follow INOX on [Facebook](#), [Twitter](#) and [Instagram](#), and download the official INOX App on [iOS](#) and [Android](#).

For more information, contact:

Puneet Gupta, GM – Corporate Communications | puneet.gupta@inoxmovies.com | +91 98930 49161

