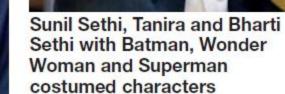
Noida's the new cinema hub











Karan Israni and

John Abraham

City Center, they were awestruck and entertainment hub and a by the different concepts. While John Abraham thanked PVR for a pampered treatment, Arjun Ka- al retail brands, F&B outlets and poor was happy that he could eat movie experience, making Noida sushi in the theatre. The new Su-the new entertainment capital of perplex offers five formats -IMAX, 4DX, Atmos, Gold Class and a Playhouse specially designed for kids. Ajay Bijli, CMD, PVR Ltd, said, "I'm happy to introduce PVR Superplex in north In-

watch 5-6 weeks old films."

EX: When Bollywood actors vis-

ited Noida on March 27 for the la-

unch of PVR's largest 15 screen

multiplex, PVR Superplex at Logix

John launched The 4DX theatre which stimulates all the five senses through motion seats and special effects including wind, fog, dia. This is the 2.0 version of cinelightning, bubbles, rain and scents ma exhibition industry. With five in both 2D and 3D. John said, "I superb formats all at one stop; thhave travelled the world and have ere is never a dull moment here. experienced cinema at a lot of We offer the most sophisticated places. In India, the experience is movie viewing experience throquite superior. It is special becauugh international formats, most se you get pampered when you come to a hall." After a preview at advanced technology and PVR's hospitality. This is our largest cinethe 4DX theatre, he said, "I have ma complex. Here you can even never experienced this before. I

am a biker and I still felt the jerk. Shakti Nath, CMD, Logix Gr- I have just done a film with lots of

this project. Spread over 6 acres, City Center has been designed to become India's premier shopping destination in itself, housing the best of national and internation-

the country." THANKS FOR PAMPERING:



perience is great - when an object is moving, the seats are moving in that direction - a lot of attention has been paid to details." NEVER-SEEN-BEFORE: Arjun, who'd come with his Ki & Ka costar Kareena Kapoor Khan, launched the Gold Class at Superplex. He said, "We work in

ple can come and see us on the big screen. PVR is as much a part of the evolution of the film industry as anybody else." Kareena said, "It is gorgeous and spectacular, I have never seen something like this. I am glad that audience would be watching my film in such a beautiful theatre."

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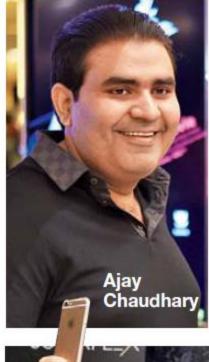








Rohit Gandhi



Amit Bhasin



Roshni Nath

