

Noida's the new cinema hub!

Pics: Ranjit Kumar



(L-R) Arjun Kapoor, Chandni Nath, Director, Logix group, Kareena Kapoor Khan and Vikram Nath



Sanjeev Kumar Bijli



Rohit Gandhi



Ajay Chaudhary



Amit Bhasin



KIDDIE SELFIE: John Abraham obliges a young fan at the preview



Sunil Sethi, Tanira and Bharti Sethi with Batman, Wonder Woman and Superman costumed characters



Meena Nath



Roshni Nath



Shivani Wazir Pasrich



Selena Bijli



Karan Israni and John Abraham

LARGEST CINEMA COMPLEX: When Bollywood actors visited Noida on March 27 for the launch of PVR's largest 15 screen multiplex, PVR Superplex at Logix City Center, they were awestruck by the different concepts. While John Abraham thanked PVR for a pampered treatment, Arjun Kapoor was happy that he could eat sushi in the theatre. The new Superplex 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 India. This is the 2.0 version of cinema exhibition industry. With five superb formats all at one stop; there is never a dull moment here. We offer the most sophisticated movie viewing experience through international formats, most advanced technology and PVR's hospitality. This is our largest cinema complex. Here you can even watch 5-6 weeks old films." Shakti Nath, CMD, Logix Gr-

oup, said, "It's an amazing concept – it is an honour to be part of this project. Spread over 6 acres, City Center has been designed to become India's premier shopping and entertainment hub and a destination in itself, housing the best of national and international retail brands, F&B outlets and movie experience, making Noida the new entertainment capital of the country." **THANKS FOR PAMPERING:** John launched The 4DX theatre which stimulates all the five senses through motion seats and special effects including wind, fog, lightning, bubbles, rain and scents in both 2D and 3D. John said, "I have travelled the world and have experienced cinema at a lot of places. In India, the experience is quite superior. It is special because you get pampered when you come to a hall." After a preview at the 4DX theatre, he said, "I have never experienced this before. I am a biker and I still felt the jerk. I have just done a film with lots of



A Panda Po impersonator at the Playhouse

knife cutting, I would like to see how that is being shown. The experience 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* co-star Kareena Kapoor Khan, launched the Gold Class at Superplex. He said, "We work in front of the camera so that people 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." – Niharika.Lal@timesgroup.com