Post Offer Advertisement under Regulation 18(12) in terms of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, for the public shareholders of

CINEMAX INDIA LIMITED

Registered office: 215 Atrium, 10th Floor, Opp. Divine School, J. B. Nagar, Andheri Kurla Road, Andheri (East), Mumbai, Maharashtra - 400 059, India; Tel.: + 91 22 6726 8888; Fax: +91 22 67268899

Open offer ("Offer") for acquisition of up to 72,80,000 fully paid-up equity shares of face value of ₹ 5 each (each an "Equity Share") from the public shareholders of Cinemax India Limited ("Target Company") by Cine Hospitality Private Limited ("Acquirer") and PVR Limited ("PAC")

This Post Offer Advertisement is being issued by Axis Capital Limited ("**Manager to the Offer**"), on behalf of Cine Hospitality Private Limited ("**Acquirer**") and PVR Limited ("**PAC**"), in connection with the Offer made by the Acquirer along with the PAC, in compliance with Regulation 18(12) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("**SEBI (SAST) Regulations**"). The detailed public statement dated December 4, 2012 ("**DPS**") with respect to this Offer was published on December 5, 2012 (Wednesday) in Business Standard (English), Business Standard (Hindi) and Mumbai Lakshadeep (Marathi).

1. Name of the Target Company : Cinemax India Limited
2. Name of the Acquirer(s) and PAC : Acquirer - Cine Hospitality Private Limited
PAC - PVR Limited
3. Name of the Manager to the Offer : Axis Capital Limited*
4. Name of the Registrar to the Offer : Sharepro Services (India) Private Limited
5. Offer details:
   (a) Date of Opening of the Offer : February 4, 2013 (Monday)
   (b) Date of Closure of the Offer : February 15, 2013 (Friday)
6. Date of Payment of Consideration : February 23, 2013 (Saturday)
7. Details of acquisition:

Sl. No.	Particulars	Proposed in the Offer Document	Actuals
7.1	Offer price	₹ 203.65	₹ 203.65
7.2	Aggregate number of shares tendered	72,80,000**	66,97,189
7.3	Aggregate number of shares accepted	72,80,000**	66,97,189
7.4	Size of the Offer (Number of shares multiplied by offer price per share)	₹ 1,48,25,72,000**	₹ 1,36,38,82,539.85
7.5	Shareholding of the Acquirer/PAC before Agreements / Public announcement (No. & %)	Nil	Nil
7.6	Shares acquired by way of agreements: • Number • % of fully diluted equity share capital	 1,93,94,816 69.27%	 1,93,94,816 69.27%
7.7	Shares acquired by way of open offer: • Number • % of fully diluted equity share capital	 72,80,000** 26%**	 66,97,189 23.92%
7.8	Shares acquired after DPS: • Number of shares acquired • Price of the shares acquired • % of fully diluted equity share capital	The Acquirer/PAC have not acquired any Equity Shares, other than those acquired in terms of the Share Purchase Agreement dated November 29, 2012 and the Letter of Offer dated January 21, 2013, as respectively stated in serial numbers 7.6 and 7.7 above.	The Acquirer/PAC have not acquired any Equity Shares, other than those acquired in terms of the Share Purchase Agreement dated November 29, 2012 and the Letter of Offer dated January 21, 2013, as respectively stated in serial numbers 7.6 and 7.7 above.
7.9	Post offer shareholding of Acquirer/PAC • Number • % of fully diluted equity share capital	 2,66,74,816** 95.27%**	 2,60,92,005 93.19%
7.10	Pre offer shareholding of the public • Number • % of fully diluted equity share capital Post offer shareholding of the public • Number • % of fully diluted equity share capital	 86,05,184 30.73% 13,25,814** 4.73%**	 86,05,184 30.73% 19,07,995 6.81%

*** Assuming full acceptance in the Offer*

8. The Acquirer along with its Directors and the PAC, severally and jointly accepts full responsibility for the information contained in this Post Offer Advertisement and also for the obligations under the SEBI (SAST) Regulations.
9. A copy of this Post Offer Advertisement will be available on the websites of Securities and Exchange Board of India (www.sebi.gov.in.), BSE Limited (www.bseindia.com), National Stock Exchange of India Limited (www.nseindia.com) and the registered office of the Target Company.

Issued by the Manager to the Offer for and on behalf of the Acquirer and the PAC

AXIS CAPITAL

Axis Capital Limited*

Axis House, 1st Floor, C-2, Wadia International Centre, P.B. Marg, Worli, Mumbai 400 025, India
Tel.: +91 22 4325 3150; Email: cinemax.offer@axiscap.in; Contact person: Mr. Vivek Toshniwal

The merchant banking business of Enam Securities Private Limited has vested with Axis Capital Limited which has been granted SEBI registration under the SEBI (Merchant Bankers) Regulations, 1992, as amended, in lieu of the earlier registration.

Date : February 27, 2013
Place : Mumbai

PRESSMAN

Size: 12 (w) X 24 (h)