NOTICE TO THE PUBLIC SHAREHOLDERS OF CINEMAX INDIA LIMITED ("TARGET COMPANY")

This Notice is being issued by Axis Capital Limited ("**Manager to the Offer**") on behalf of Cine Hospitality Private Limited ("**Acquirer**") and PVR Limited ("**PAC**"), in respect of the open offer ("**Offer**") to acquire up to 72,80,000 fully paid-up equity shares of face value of ₹ 5 each of the Target Company.

As per the schedule of activities set out in the letter of offer dated January 21, 2013 in relation to the Offer, the Offer opening public announcement was scheduled to be published on January 29, 2013. However, please note that the Offer opening public announcement will be published on February 1, 2013 instead of January 29, 2013 in the same newspapers in which the detailed public statement was published on December 5, 2012.

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

AXIS CAPITAL

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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: January 28, 2013 **Place:** Mumbai

PRESSMAN

Ad size: 8cms (w) x 8cms (h)