



Reliance Adlabs multiplex opens today in TDI Mall, Agra
Movie buffs eagerly awaits opening in the biggest & longest mall of the city 6
Dimensional theatre also to start soon

Agra, January 10, 2008: Real estate major Taneja Developers & Infrastructure Limited is all set to redefine the entertainment experience for movie buffs in Agra with the opening of the much-awaited 3 screen Adlabs Multiplex in TDI Mall, Agra today that happens to be the biggest mall of Agra. The multiplex has the first mover advantage of being the first 6 Dimensional theatres in North India.

Strategically located at the Fatehabad and Taj Mahal road junction with approx. 250 ft. front from Fatehabad Road and 450 ft. front from Taj Mahal Road, Adlabs in TDI Mall offers three screens, a food court offering a range of flavored popcorns, combo meals, snacks and beverages, the latest sound surround system and the widest screens in the city.

With 1021 plush fully reclining seats, the three auditoriums are equipped with the state-of-the-art digital and advanced projection and acoustic systems, using the world's finest equipment and technology. Adlabs in TDI Mall promises to make movie watching a truly memorable experience for the audience.

According to Mr Nitesh Kumar, President (Marketing), TDI, said, *“Our TDI Mall is doing extremely well since its opening in March last year and now with the opening of the first of its kind 6Dimensional Adlabs multiplex, it has added a feather in the cap of the Mall. Agra is the epicenter of tourism in India and is also one of the major tier II cities that are witnessing a considerable increase in demand for quality entertainment options amongst the residents as well as the tourist community. TDI Mall is already catering to the shopping needs of the people in Agra and we are confident that Adlabs will turn out to be an ultimate source of entertainment for them.”*

Adlabs Cinemas is a part of the Reliance Anil Dhirubhai Ambani Group and is one of the largest cinema chains in India. The unique feature of Adlabs in TDI Mall will be the 6Dimensional effect—a concept that provides special effects like moving seats, breeze, water spray, smell, etc apart from the usual 3Dimensional experience that will make the audience gasp for more every time they watch a movie. A special demo will be given to the audience before screening of every movie to ensure that the audience enjoys each part of the complete entertainment.

At Adlabs, people would get a true movie experience, including world-class interiors and acoustics, serene ambience, computerized ticketing, real time online booking that will be comparable to one in the metro cities in India.

With an area of 2, 00,000 sq. ft, TDI Mall is surrounded by luxury hotels like the Amar Vilas, Welcomegroup Mughal Sheraton, Jaypee Palace Hotel and the Trident Hilton that draws huge crowd from the city itself and the tourist community. TDI Mall, Agra has an excellent mix of

national and international brands to cater to the resident and tourist community visiting the city throughout the year. The multiplex cum mall has Adlabs and Pantaloon as its anchor tenants. Other major retail brands include McDonalds, Nike, Reebok, Adidas, Pizza Hut, United Colors of Benetton, Bizarre, M&B Shoes, Lee Cooper, Zodiac, Koutons, Cantabil, Citizen, Shehnaz, Meena Bazar, Timex, Marks & Spencers, Monte Carlo, Baskin Robbins, Moti Mahal, Blackberry's, Numero Uno, Study by Janak, Peter England, Woodland amongst others.

About TDI:

TDI is the flagship company of Taneja Group. Currently, The Group is developing 18 Malls cum Multiplexes and 8 fully integrated townships in the tier II cities of North India viz. Delhi, Gurgaon, Sonapat, Panipat, Chandigarh, Mohali, Meerut, Indore, Jalandhar, Moradabad and Agra.

TDI City, Kundli is the biggest residential project of TDI spread in the massive area of 1500 acres, approx. Development of TDI City is happening at a fast pace with completion of roads, electric poles, sewerage system ready in some blocks of the city. Other developments include sample villa and sample commercial site to be ready soon, towers gaining height day by day at Kingsbury Apartment, construction of TDI Mall & Rodeo Drive taking place fast.

About Adlabs Films Ltd:

Adlabs, a member of the Reliance Anil Dhirubhai Ambani Group, is one of the leading movie and entertainment companies in India with a dominant presence across the value chain: production of films and TV content, film processing and services, domestic and international distribution of content and a nationwide cinema chain.