

AGENTS OF CHANGE: AJAY BIJLI

The man behind the 70mm screen, Ajay Bijli, is aptly called the 'Sultan of India's Multiplexes'.

Ajay is credited with introducing the Multiplex culture in India, delivering the best movie experience to millions of urban cine-goers. He began his entrepreneurial innings at his father's transport business, the Amritsar Transport Corporation. His father also owned a cinema hall and Ajay found this business too inviting to let go.

Determined to change his interest in movies to a successful career, Ajay's approach to the film-screening business was rather different. The outcome is there for everyone to see - PVR (Priya Village Roadshow), India's largest multiplex cinema operator, pioneering the concept of world-class multiplexes in India.

Today PVR has 70 screens nationwide with recent forays in Mumbai, the city well-known as the financial capital of India, Hyderabad, capital city of the south Indian state of Andhra Pradesh, Lucknow, capital city of the north Indian state of Uttar Pradesh, and Indore, a fast developing metropolitan city of the state of Madhya Pradesh besides another 250 screens under construction in various parts of the country.

PVR Limited had posted revenue of \$23.7 million (Rs. 107.43 crore) for the year ended 31 March 2006 registering a growth of 52% compared to the previous year. PVR entertained 8.78 million cine-goers during the year. No wonder, people have started calling him "King of Multiplexes" in India.

Ajay Bijli

Chairman and Managing Director, PVR Ltd.

Professional Profile:

- Started his career with his father's transport business, the Amritsar Transport Corporation (ATC)
- In November 1994, he started PVR as a 60-40 joint venture with Australian company Village Roadshow
- Started India's first four-screen multiplex "PVR Anupam" at Saket, New Delhi, capital city of India, in June 1997
- In 2004, he expanded PVR's domain and opened India's biggest multiplex, an 11-screener at Forum Mall in Bangalore, capital city of the south Indian state of Karnataka
- Bought out the stake of Village Roadshow in November 2002
- Brought the public issue of PVR Ltd in December 2005



Academic Profile:

- Owners President Management Programme from Harvard Business School (1997-99)
- Bachelors degree from Hindu College in Delhi (1988)

Personal Profile:

- Age: 37 Years
- Wife: Selena Bijli
- Lives in New Delhi