

# City gets a brand new entertainment haunt

The launch of a new entertainment and shopping hub in the city on Sunday got a generous dose of pizzazz, thanks to the presence of Bollywood stars such as **John Abraham, Kareena Kapoor and Arjun Kapoor**. Well-known real estate company **Logix Group** launched **Logix City**

**Center**, a one-stop lifestyle destination for customers of all ages, in Noida's sector 32. City dwellers can also look forward to a superb entertainment option with the newly-launched **PVR Superplex** which includes formats such as IMAX, 4DX, Atmos, Gold Class and Playhouse — all under one roof for the very first time in India.

While John launched the

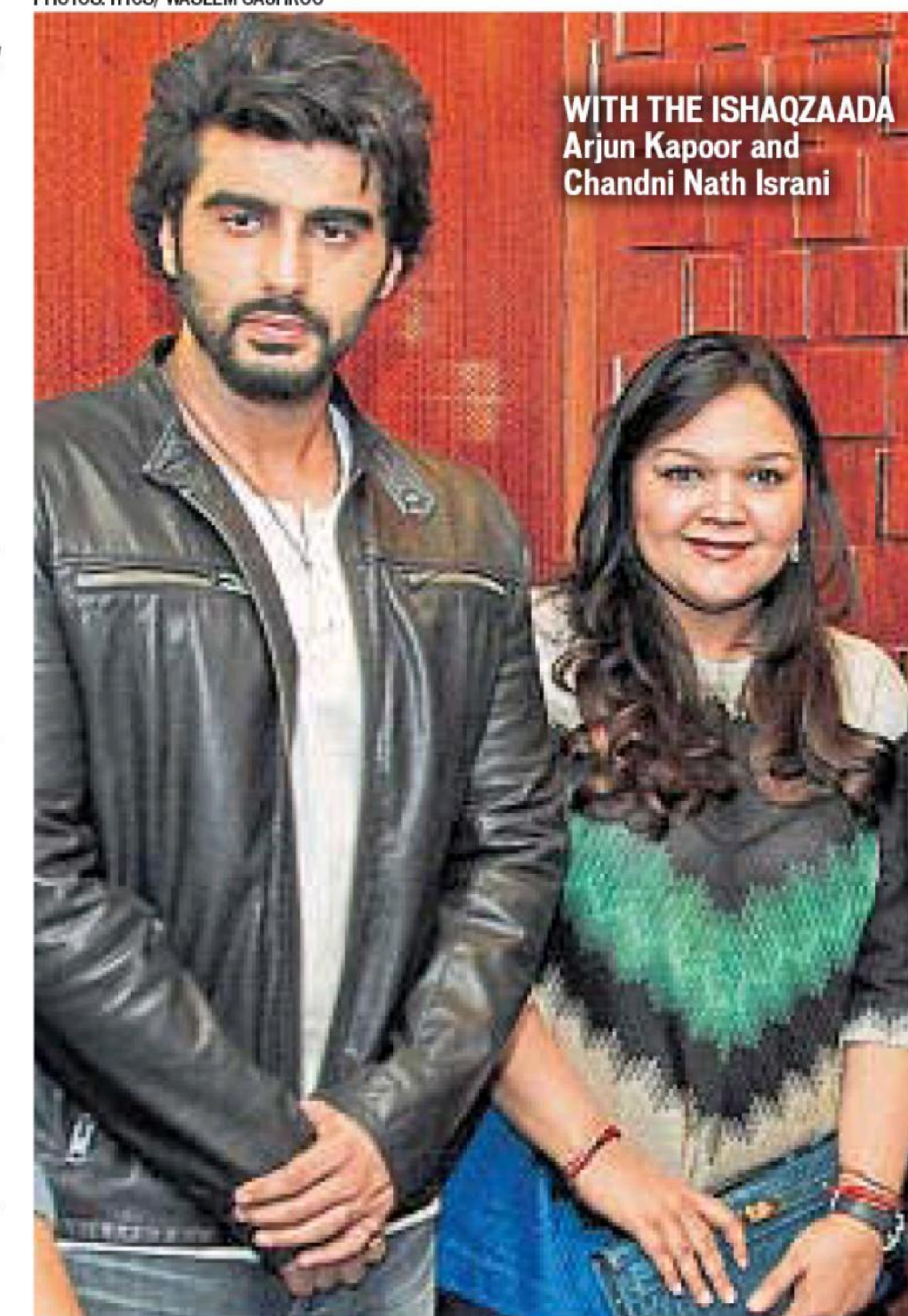
4DX, Kareena and Arjun inaugurated the Gold Class auditoriums. Superplex also has a specially-designed auditorium for kids called Playhouse.

Speaking at the launch, **Shakti Nath**, chairman and MD, Logix Group, said, "Spread over six acres, City Center has been designed to become India's premier shopping and entertainment hub. It is a destination in itself, housing the best of national and international retail brands, F&B outlets and will provide a superb movie experience, making Noida the newest entertainment capital of the country."

**Ajay Bijli**, chairman and MD, PVR Ltd., said, "It is a proud moment for all of us present today at the launch of Superplex. This is the 2.0 version of cinema exhibition industry. With five superb formats all in one place, there is never a dull moment at Superplex. We are excited to give our patrons the most sophisticated movie viewing experience through international formats, the most advanced technology and PVR's hospitality, all under one roof."

HTC

PHOTOS: HTCS/ WASEEM GASHROO



WITH THE ISHAQZAADA  
Arjun Kapoor and  
Chandni Nath Israni



PICTURE  
PERFECT:  
Vikram Nath



COOL BLUE: Rohit Gandhi and  
Rahul Khanna



STAR YAAR:  
Karan Israni and  
John Abraham



Sanjeev  
Kumar Bijli  
with Kung Fu  
Panda, the  
mascot



SAY CHEESE: Meena Nath and Shalini Passi



HELLO: Niharika Rajee



TOGETHER: Vimi and Kunal Lalani



LADY IN RED: Shivani Wazir  
Pasrich



ALL SMILES: Bharti Sethi and Sunil  
Sethi



CASUAL CHIC:  
Selena Bijli