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PVR Cinemas has always been synonymous for its plush and comfortable ambience coupled with superior quality movie watching experience. And now that PVR Cinemas has taken over another reputed chain of cinemas, Cinemax, it has become the largest multiplex chain in the country with whopping 353 screens. This simply means that movie lovers now have more of PVR to enjoy their movie outings! Upcoming Hindi film Kai Po Che!, which is based on Chetan Bhagat's bestselling novel 3 Mistakes Of My Life, is all set to release on 22nd Feb. On Monday, the filmmakers of this film had arranged its Premiere at Cinemax, Versova in Mumbai. To make this event more memorable, Ronnie Screwvala, the producer of the film, specially invited the Owner and Managing Director of PVR Cinemas, Mr. Ajay Bijli, to grace the occasion. Mr. Bijli, who has also produced films like Taare Zameen Par, Khelein Hum Jee Jaan Sey, Aisha, Shanghai and many more, graciously accepted the invitation and flew down from Delhi to be a part of the event.

The event was a star-studded one with the who's who of Bollywood attending it. The film's lead cast Sushant Singh Rajput, Amrita Puri, Amit Sadh and Rajkumar Yadav were beaming at the event. Also seen here were other important people associated closely with the movie – CEO of UTV Motion Pictures, Siddharth Roy Kapur, director of Kai Po Che, Abhishek Kapoor and writer Chetan Bhagat. Madhur Bhandarkar, Hrithik Roshan, Mandira Bedi, Irrfan Khan, Farah Khan, Ranveer Singh, Jitendra, Prasoon Joshi, Remo D'Souza, Vikram Aditya Motwane, Sonal Chauhan, Yami Gautam, Monica Dogre, Huma Qureshi, Chunkey Pandey, Anil Kapoor, Kabir Khan with wife Mini Mathur, Ashutosh Govarikar with wife Sunita and brother Avinash, Arbaaz Khan, Karan Johar, Bhushan Kumar, Divya Khosla, Krishika Lulla, Shazahn Padamsee, Dino Morea, Ashwin Mushran, Neha Dhupia, Arshad Warsi with wife Maria Goretti, Shraddha Kapoor, Chitrangada Singh, Ayan Mukherji and several other known faces were seen happily posing for the shutterbugs at the event. Sushant's beau Ankita Lokhande and Siddharth's wife Vidya Balan were also present in this grand affair!