

## PVR launches special merchandise for Singham Returns

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PVR Cinemas recently held an event to launch the special customised merchandise for Singham Returns and also the launch of the special trailer of the movie powered by Dolby Atmos technology

This is the 1st time that PVR has taken such a merchandize initiative for any Bollywood Film.

Ajay Devgn, Kareena Kapoor and Director Rohit Shetty unveiled the Singham Returns merchandize which has sippers,customized popcorn tubs & lunch boxes that can also be carried home by patrons, as souvenirs at its various multiplexes.

Mr. Kamal Gianchandani, President PVR Pictures was present at this occasion and was delighted to be part of their association with Singham Returns

Well, we are sure that the audiences are going to love these new merchandize of Singham Returns!!

