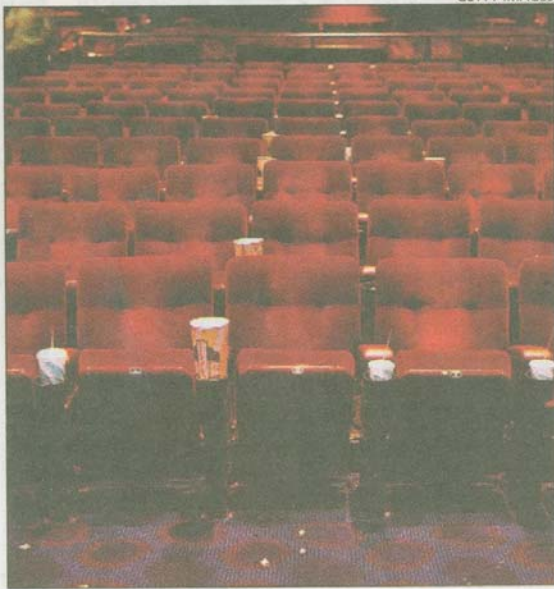


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Adlabs to build nation's biggest multiplex at Kurla



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KUNAL M SHAH

MUMBAI: Adlabs, the multiplex firm in which Reliance-Anil Dhirubhai Ambani Group (R-ADAG) has a majority stake, is all set to develop a 15-screen multiplex – the largest one in the entire country.

The firm, in association with a consortium led by Phoenix Mills, has earmarked an investment of Rs 40 crore for the multiplex that will be able to accommodate over 4,000 viewers in the 15 theatres.

"It will come up on LBS Marg in Kurla. The entire commercial complex will be called 'Phoenix Market City'. It's a mixed-use complex that will be a 'monster mall' of sorts as it will have over 4.50 million square feet of space – that should make it even the largest commercial complex of the country," said Tusshar Dhingra, chief operating officer of Adlab Cinemas.

According to sources, the mall itself would involve a total investment of Rs 1,100 crore. Dhingra pointed out that, in addition to

movies, the multiplex will also have room for live performances, sports events.

"The entire project will be complete in 24 months. It will use the best of technology, with one of the 15 screens reserved for kids' entertainment only," said Dhingra.

The firm also plans to have 'Ebony Lounges' at two 'luxury' screens which will have live band performances round the year. And there's no worry about any impact of inflation on footfalls.

"I don't think anything will affect us as we will have 15 different options to offer – the more, the merrier! Basically, you will have everything under one roof," Dhingra pointed out.

Tony Ward, chief operating officer of Phoenix Market City Management, expressed the same views.

"This is going to be a world-class destination with retail spaces, offices, a hotel and the huge multiplex," said Ward, adding that the catchment area for business would be huge due to the mega project's central location.