

Zoom
Cineplex

.....an initiative of

NARESH GOSWAMI
CONSORTIUM

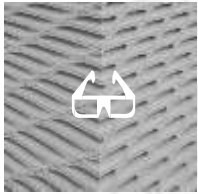
PITCH DECK

Monetizing the Hidden Potential
of Film Exhibition Industry

**SMART CINEPLEX
SETUP FRANCHISEE**

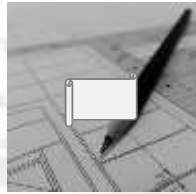
ON FOCO MODULE
2 SCREENS 200 SEATS

The Problem screen density in India



Appetite

India - A Film Consuming Country Higher Than US & China



Films

Producing 1500 -2000 Films Every Year



Screens

Nation wide screen count ~10,000. 70 % are single-screen cinemas which are inferior to modern multiplex cinemas



Underserved

With 6 screens per million population, India is by far one of the most under screened nations in the world



Economy

60 % films could not recover production cost due to lack of theatrical release

Market current scenario in Indian film exhibition business

In the screen deficit India the screen density varies widely. Some areas have as many as 20 screens per million of population whereas in some are as low as 1.5 screens per million.



Screen Density across 25 Prime cities in India (2018)

CHINA STORY

Learning lessons from other countries like China to improve the screen count.

China started to implement cinema line system in 2002.

Gross Box Office revenue in the country

Year 2000 = USD 130 million

increase of 6,500 %

Year 2017 = USD 46 billion

Year 2005 = 4,425 Screens

Year 2016 = 41,179 Screens

Year 2023 = 90,000 Screens Appx.

26 new screens
added each day
during the year

Solution

An innovative concept of standardizing, simplifying and modernizing the Film Exhibition Industry Arena with new set of offerings.



Standardize

Penetrating the underserved areas with a Lean and Innovative Business Model thus making Film Exhibition Business easy for new & existing theatre owners



Modernize

Development of new cost effective theatres & an innovative approach for single screens to downsize & convert into a multiplex with two screens or more, without compromising safety & security

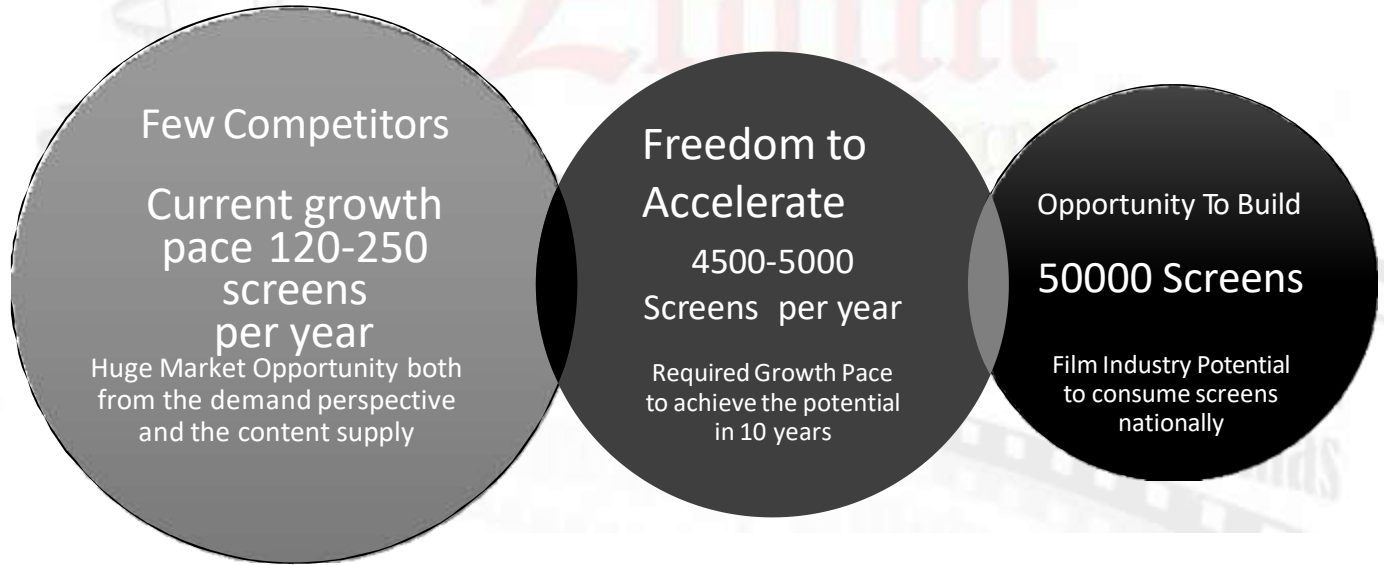


Monetize

Monetize the hidden potential of Indian film Industry by enhancing the economy of Film Exhibition Business

Market Opportunity

Nationwide requirement as per demand and content supply is above 50000 screens. The current penetration of screens in tier 2 and tier 3 cities stands 88% lower than the screen density in the tier 1 cities. There exists a market opportunity which needs to be capitalised at a fast pace to monetize the full potential of the Indian film exhibition industry.





Product

'MICRO CINEPLEX' is a concept of Affordable Modernized Cinema Viewing Facility with a Cost Effective Theatre Design & Operations Model .

Innovative



Asset Light Franchise Model with focus on Low CapEx Deployment

First to Market



18 years O & M contract & targeting tier II and tier III cities.

Tested



Successful sign ups confirm the potential and feasibility for real-world application

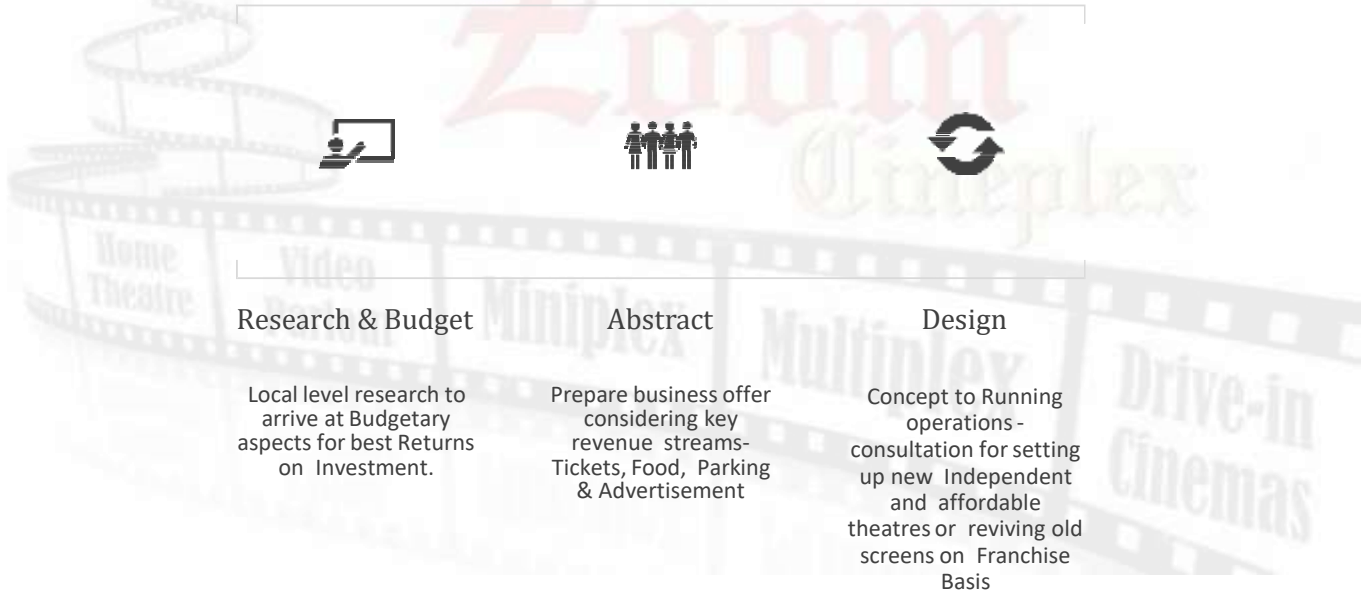
Authentic



Transparency and accuracy in business with real-time box office intelligence

Business Model

Lower Investment, Lesser maintenance cost for long term sustainability especially in tier II and tier III cities.



Competition

Our Company

- With the offer of our unique, Lean as well as innovative business model we have vast prospects to grow and expand nationally and globally.

Competitor

- In view of the opportunity available nationally (globally as well) the competition stands at negligible level for this innovative Business Model of Film Exhibition.
- Out of ~10000 existing screens nationwide, 71% are single screens, out of 29% modern multiplex following are the players;
- PVR & INOX= 42%
- Carnival = 13%
- Cinopolis = 12%
- Others = 32%

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Zoom Cinenlex



**2 SCREENS
&
200 SEATS**

...an ultimate in smart cinema setup franchising

Cinema Franchising | Cinema Architecture | Cinema Engineering

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SMART CINEPLEX 2 SCREENS & 200 SEATS

- A BRIEF :

1. MAPPING, PLANNING , EXECUTION & MANAGEMENT SIGNUP FRANCHISEE AGREEMENT .
2. AVERAGE COST PER LOCATION WILL BE RS. 2.00CR. (EXCEPT LAND)., ONE TIME INVESTMENT BY THE FRANCHISEE & OPERATIONAL COSTING WILL BY ZOOM CINEPLEX.
3. FRANCHISEE SHALL ADHERE TO THE FOLLOWING PAYMENT SCHEDULE FOR MAKING ADVANCES AND PAYMENTS TO FRANCHISOR;
 - A. RS. 10, 00, 000/- AS FRANCHISEE FEE AT THE TIME OF AGREEMENT.
 - B. RS. 5, 00, 000/- ON SUBMITTING BASIC DESIGN & DRAWINGS TO THE FRANCHISEE.
 - C. RS. 5, 00, 000/- ON SUBMITTING DETAILED DESIGN & DRAWINGS TO THE FRANCHISEE.
 - D. RS. 5, 00, 000/- BEFORE SUBMITTING INTERIOR DESIGN & DRAWINGS TO THE FRANCHISEE.



SMART CINEPLEX 2 SCREENS & 200 SEATS

PROJECTED PAYOUT:

THE METHOD FOR CALCULATION OF TOTAL PAYOUT SHALL BE AS UNDER;

- A. CINEMA TICKET @ 15% OF THE NET RECEIPT.
- B. FOOD /CONCESSIONAIRE @ 30% OF THE NET RECEIPT.
- C. PARKING @100% OF THE NET RECEIPT, PARKING WILL BE OPERATED AND MANAGED BY FRANCHISEE.

TOTAL PAYOUT = SUM OF POINT NOS. (A) + (B) + (C)

THE FRANCHISEE SHALL RECEIVE MINIMUM PAYOUT ON COMMISSIONING OF THE PROJECT 1ST YEAR & 2ND @30% OF INVESTMENT ON ESTIMATED COST OF CINEMA SET UP PROJECT I.E. RS. 0.60 CRORE PER YEAR AND 3RD YEAR@40% OF THE INVESTMENT ON ESTIMATED COST OF CINEMA SET UP PROJECT I.E. RS.0.80 CRORE (INCLUSIVE OF ALL APPLICABLE TAXES, ANNUALLY OR 'A NET AMOUNT OF PAYOUT' CALCULATED AS PER THE METHOD MENTIONED UNDER POINT-5, WHICHEVER IS HIGHER. IF THE PAYOUT IS ABOVE MINIMUM PAYOUT, BALANCE WILL BE ADJUSTED FOLLOWING YEAR MINIMUM PAYOUT. THE PAYOUT SHALL BE PAID ON OR BEFORE 10TH OF FOLLOWING MONTH. 1ST PAYOUT WILL START W.E.F. 90 DAYS OF COMMISSIONING OF PROJECT.



PROJECTED FRANCHISEE PAYOUT									
CALCULATION PROJECTION (2 SCREENS 200 SEATS) @35% OCCUPANCY									
FROM CINEMA TICKETS COLLECTIONS	SCREENS	SHOWS	SEATS	OCCUPANCY	DAYS	RATE	AMOUNT	FRANCHISEE PAYOUT @15%	
PROJECTION	2	5	100	35%	365	200	25550000	3832500	
FROM FOOD SALES COLLECTIONS							AMOUNT	FRANCHISEE PAYOUT @30%	
PROJECTION @ 50% of cinema ticketing							12775000	3832500	
FROM PARKING COLLECTIONS							AMOUNT	FRANCHISEE PAYOUT @100%	
PROJECTION @ 10% of food sales							1277500	1277500	
								0	
								0	
	OCCUPANCY						PROJECTED PER ANNUM TURNOVER	PROJECTED ANNUAL FRANCHISEE PAYOUT	
PROJECTION	35%						39602500	8942500	

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LOOKING FORWARD FOR DETAILED DISCUSSIONS

THANK YOU

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