

ZOOM CINEPLEX

**OFFERS FRANCHISEE SETUP
ON FOCO MODULE**

**2 SCREENS
200 SEATS**

ZOOM CINEPLEX

Monetizing the Hidden Potential of Film Exhibition Industry

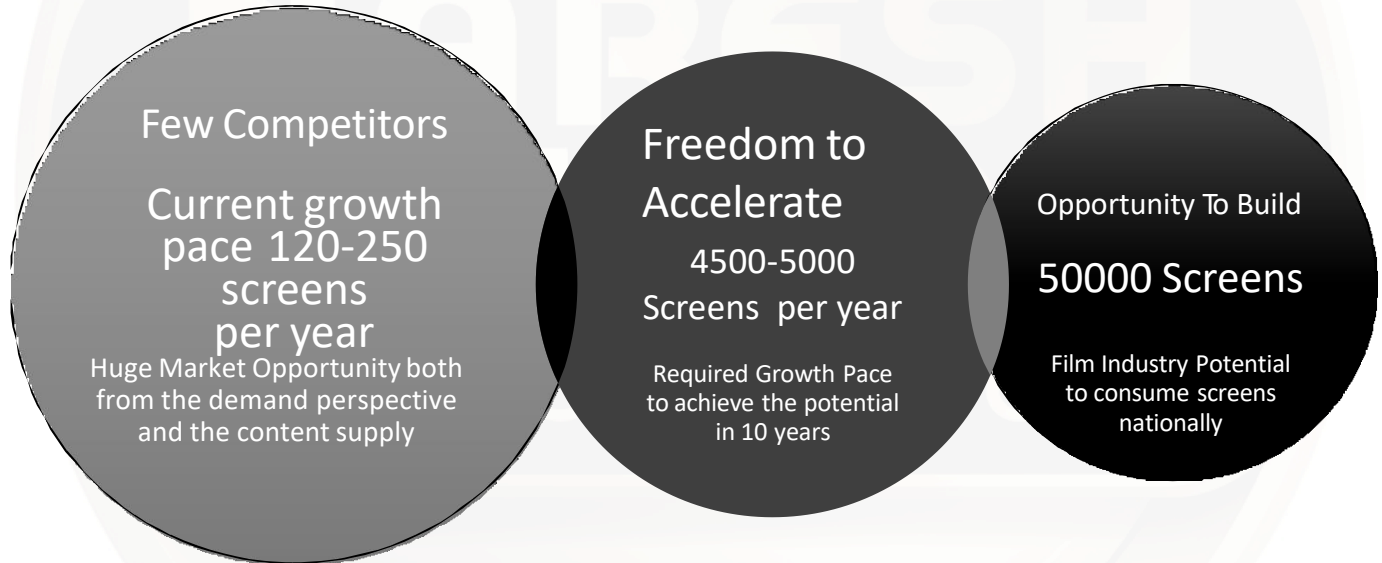
**NARESH
GOSWAMI
CONSORTIUM**

PITCH DECK



Market Opportunity

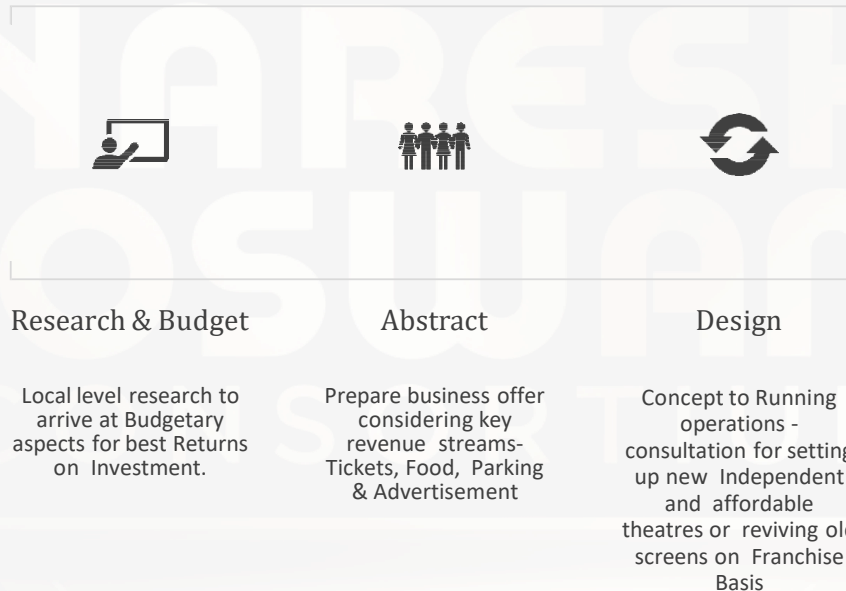
Nationwide requirement as per demand and content supply is above 50000 screens. The current penetration of screens in tier 2 and tier 3 cities stands 88% lower than the screen density in the tier 1 cities. There exists a market opportunity which needs to be capitalised at a fast pace to monetize the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





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%
- Cinepolis =12%
- Others = 32%



Z O O M C I N E P L E X 2 S C R E E N S & 2 0 0 S E A T S

- A B R I E F :

1. MAPPING, PLANNING , EXECUTION & MANAGEMENT SIGNUP FRANCHISEE AGREEMENT .
2. AVERAGE COST PER LOCATION WILL BE RS. 2.50 CR. (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 – CUM – CONCEPT 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.



2 SCREENS & 200 SEATS

PROJECTED PAYOUT:
OPTION 1ST.
WITHOUT RETURN OF INVESTMENT FORMULA GURANTEE

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. ON / OFF SCREEN ADVERTISEMENT @30% OF THE NET RECEIPT
- d. PARKING @100% OF THE NET RECEIPT, PARKING WILL BE OPERATED AND MANAGED BY FRANCHISEE.

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



2 SCREENS & 200 SEATS

PROJECTED PAYOUT:
OPTION 2ND.
WITH RETURN OF INVESTMENT FORMULA GURANTEE

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

- a. CINEMA TICKET @ 15% OF THE NET RECEIPT.
- b. FOOD /CONCESSIONAIRE @ 15% OF THE NET RECEIPT.
- c. ON / OFF SCREEN ADVERTISEMENT @15% OF THE NET RECEIPT
- d. PARKING @15% OF THE NET RECEIPT.

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

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 AND 3RD YEAR@40% OF THE INVESTMENT ON ESTIMATED COST OF CINEMA SET UP PROJECT (INCLUSIVE OF ALL APPLICABLE TAXES, ANNUALLY OR 'A NET AMOUNT OF PAYOUT' CALCULATED AS PER THE METHOD MENTIONED UNDER POINT-5, WHICHEVER IS HIGHER. 1ST PAYOUT WILL START W.E.F. 90 DAYS OF COMMISSIONING OF PROJECT.



A S M A N A G E M E N T C O N S U L T A N T
2 S C R E E N S & 2 0 0 S E A T S

P R O J E C T E D P A Y O U T :

THE METHOD FOR CALCULATION OF TOTAL PAYOUT TO NARESH GOSWAMI CONSORTIUM TOTAL TURN OVER OF CINEMA SETUP SHALL BE AS UNDER;

- a. CINEMA TICKET @ 10% OF THE NET RECEIPT.
- b. FOOD /CONCESSIONAIRE @ 10% OF THE NET RECEIPT.
- c. ON / OFF SCREEN ADVERTISEMENT @10% OF THE NET RECEIPT
- d. PARKING @10% OF THE NET RECEIPT.

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

ALL EXPENSES ARE TO BE MADE FROM PROJECT AND ACCOUNTS WILL BE HANDLED BY MB MALL . ALL RECEIPTS AND AND PROFITS WITH MB MALL NARESH GOSWAMI CONSORTIUM WILL @10% OF TOTAL RECEIPT ON MONTHLY BASIS. I.E TOTAL RECEIPT – 10% TO NARESH GOSWAMI CONSORTIUM – EXPENSES = PROJECTED NET PROFIT



2 SCREENS & 200 SEATS

PROJECTED FRANCHISEE PAYOUT

CALCULATION PROJECTION 2 SCREENS 200 SEATS @30% OCCUPANCY								OPTION 1ST. WITHOUT RETURN OF INVESTMENT FORMULA	OPTION 2ND. WITH RETURN OF INVESTMENT FORMULA
FROM CINEMA TICKETS COLLECTIONS PROJECTION	SCREENS	SHOWS	SEATS	OCCUPANCY	DAYS	RATE	AMOUNT	FRANCHISEE PAYOUT @15%	FRANCHISEE PAYOUT @15%
	2	5	200	30%	365	200	21900000	3285000	3285000
FROM FOOD SALES COLLECTIONS PROJECTION @50% of cinema ticketing							AMOUNT	FRANCHISEE PAYOUT @30%	FRANCHISEE PAYOUT @15%
							10950000	3285000	1642500
FROM ON SCREEN / OFF SCREEN ADVERTISEMENT & GROUND PROMOTIONS ACTIVITIES COLLECTIONS PROJECTION @ 25% of cinema ticketing							AMOUNT	FRANCHISEE PAYOUT @30%	FRANCHISEE PAYOUT @15%
							5475000	1642500	821250
FROM PARKING COLLECTIONS PROJECTION @ 5% of cinema ticketing							AMOUNT	FRANCHISEE PAYOUT @100%	FRANCHISEE PAYOUT @15%
							1095000	1095000	164250
							PROJECTED PER ANNUM TURNOVER	PROJECTED ANNUAL FRANCHISEE PAYOUT	PROJECTED ANNUAL FRANCHISEE PAYOUT
PROJECTION				OCCUPANCY 30%			39420000	9307500	5913000
								E.O.E.	E.O.E.



Zoom Cineplex

Home
Theatre

Video
Parlour

Miniplex

Multiplex

Drive-in
Cinemas

LOOKING FORWARD FOR DETAILED DISCUSSIONS

THANK YOU

...an ultimate in smart cinema setup franchising

Cinema Franchising | Cinema Architecture | Cinema Engineering

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