

Zoom
Cineplex

ZOOM CINEPLEX

**OFFERS FRANCHISEE SETUP
ON FOCO MODULE**

**3 SCREENS
400 SEATS**

ZOOM CINEPLEX

Monetizing the Hidden Potential of Film Exhibition Industry

**NARESH
GOSWAMI
CONSORTIUM**

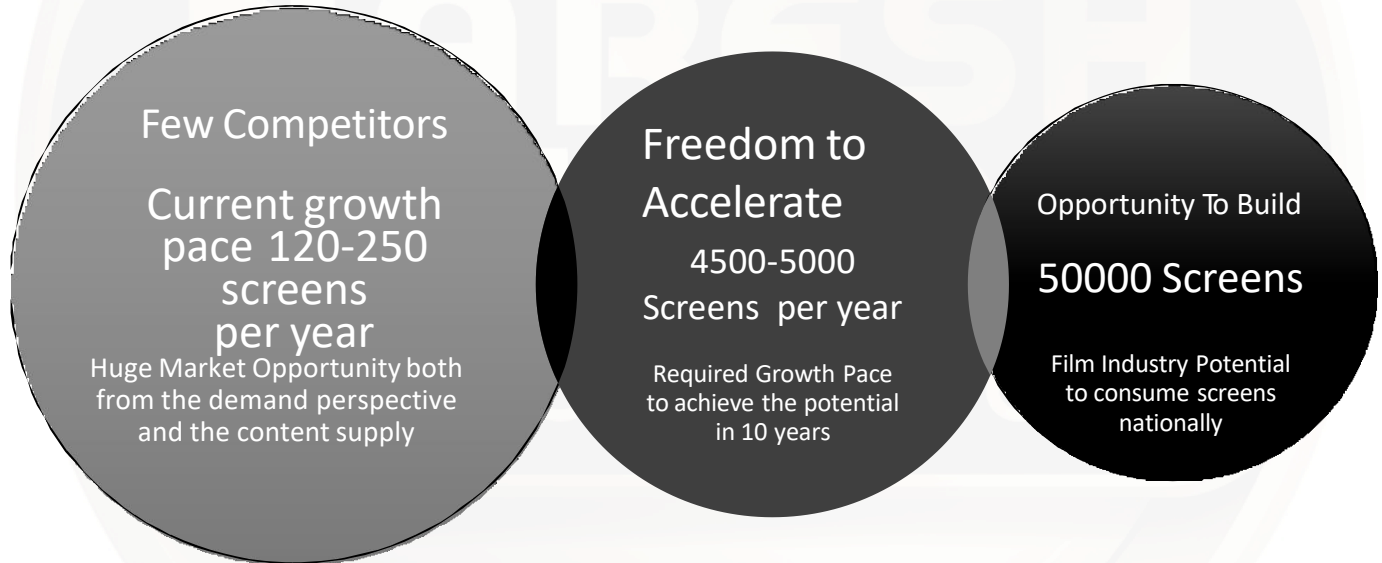
PITCH DECK

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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.



Research & Budget

Local level research to arrive at Budgetary aspects for best Returns on Investment.



Abstract

Prepare business offer considering key revenue streams- Tickets, Food, Parking & Advertisement



Design

Concept to Running operations - consultation for setting up new Independent and affordable theatres or reviving old screens on Franchise Basis



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%



SMART CINEPLEX 3 SCREENS & 400 SEATS

- A BRIEF :

1. MAPPING, PLANNING , EXECUTION & MANAGEMENT SIGNUP FRANCHISEE AGREEMENT .
2. AVERAGE COST PER LOCATION WILL BE RS. 3.50 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. 15, 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. 7, 50, 000/- BEFORE SUBMITTING INTERIOR DESIGN & DRAWINGS TO THE FRANCHISEE.



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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)



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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 I.E. RS. 1.05 CRORE PER YEAR AND 3RD YEAR@40% OF THE INVESTMENT ON ESTIMATED COST OF CINEMA SET UP PROJECT I.E. RS.1.40 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.



3 SCREENS & 400 SEATS

**PROJECTED PAYOUT:
AS MANAGEMENT CONSULTANT**

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



3 SCREENS & 400 SEATS

PROJECTED FRANCHISEE PAYOUT

CALCULATION PROJECTION
3 SCREENS 400 SEATS
@30% OCCUPANCY

	SCREENS	SHOWS	SEATS	OCCUPANCY	DAYS	RATE	AMOUNT	OPTION 1ST. WITHOUT RETURN OF INVESTMENT FORMULA FRANCHISEE PAYOUT @15%	OPTION 2ND. WITH RETURN OF INVESTMENT FORMULA FRANCHISEE PAYOUT @15%
FROM CINEMA TICKETS COLLECTIONS PROJECTION	3	5	400	30%	365	200	43800000	6570000	6570000
FROM FOOD SALES COLLECTIONS PROJECTION @50% of cinema ticketing							AMOUNT 21900000	FRANCHISEE PAYOUT @30% 6570000	FRANCHISEE PAYOUT @15% 3285000
FROM ON SCREEN / OFF SCREEN ADVERTISEMENT & GROUND PROMOTIONS ACTIVITIES COLLECTIONS PROJECTION @ 25% of cinema ticketing							AMOUNT 10950000	FRANCHISEE PAYOUT @30% 3285000	FRANCHISEE PAYOUT @15% 1642500
FROM PARKING COLLECTIONS PROJECTION @ 5% of cinema ticketing							AMOUNT 2190000	FRANCHISEE PAYOUT @100% 2190000	FRANCHISEE PAYOUT @15% 328500
							PROJECTED PER ANNUM TURNOVER 78840000	PROJECTED ANNUAL FRANCHISEE PAYOUT 18615000	PROJECTED ANNUAL FRANCHISEE PAYOUT 11826000
PROJECTION				OCCUPANCY 30%				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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