



# PITCH DECK

Monetizing the Hidden Potential  
of Film Exhibition Industry

**MINIPLEX SETUP  
FRANCHISEE  
3 SCREENS  
&  
400 SEATS**

## 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.

Few Competitors

Current growth  
pace 120-250  
screens  
per year

Huge Market Opportunity both  
from the demand perspective  
and the content supply

Freedom to  
Accelerate

4500-5000  
Screens per year

Required Growth Pace  
to achieve the potential  
in 10 years

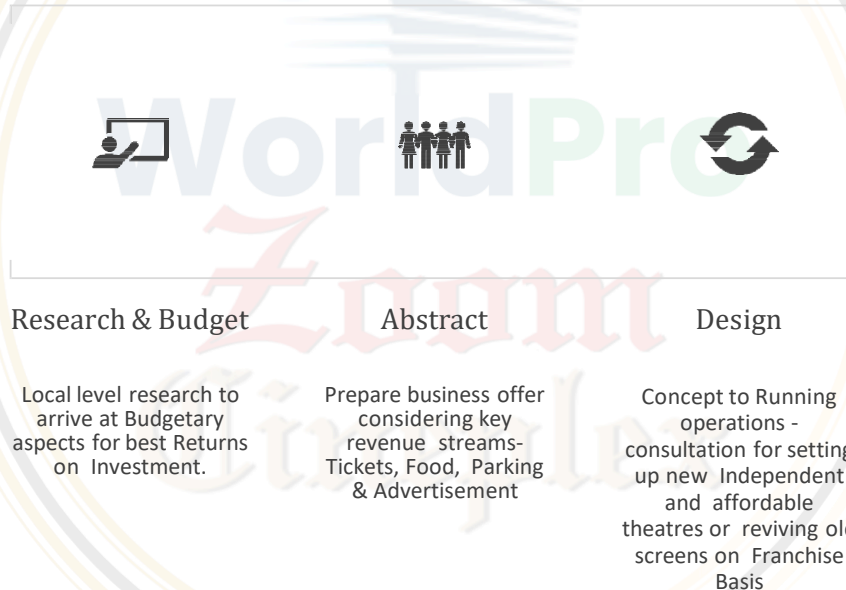
Opportunity To Build

50000 Screens

Film Industry Potential  
to consume screens  
nationally

# 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%
- Cinapolis =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.



**SMART CINEPLEX**  
**3 SCREENS & 400 SEATS**  
**PROJECTED PAYOUT:**  
**OPTION 1ST.**  
**WITHOUT RETURN OF INVESTMENT FORMULA**

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)



**SMART CINEPLEX  
3 SCREENS & 400 SEATS  
PROJECTED PAYOUT:  
OPTION 2ND.  
RETURN OF INVESTMENT FORMULA**

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 1<sup>ST</sup> YEAR & 2<sup>ND</sup> @30% OF INVESTMENT ON ESTIMATED COST OF CINEMA SET UP PROJECT I.E. RS. 1.05 CRORE PER YEAR AND 3<sup>RD</sup> 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 10<sup>TH</sup> OF FOLLOWING MONTH. 1<sup>ST</sup> PAYOUT WILL START W.E.F. 90 DAYS OF COMMISSIONING OF PROJECT.



# SMART CINEPLEX 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 FRANCHISEE PAYOUT @30%	6570000 FRANCHISEE PAYOUT @15%
FROM FOOD SALES COLLECTIONS PROJECTION @50% of cinema ticketing							AMOUNT 21900000	6570000 FRANCHISEE PAYOUT @30%	3285000 FRANCHISEE PAYOUT @15%
FROM ON SCREEN / OFF SCREEN ADVERTISEMENT & GROUND PROMOTIONS ACTIVITIES COLLECTIONS PROJECTION @ 25% of cinema ticketing							AMOUNT 10950000	3285000 FRANCHISEE PAYOUT @30%	1642500 FRANCHISEE PAYOUT @15%
FROM PARKING COLLECTIONS PROJECTION @ 5% of cinema ticketing							AMOUNT 2190000	@100% 2190000	@15% 328500
							PROJECTED PER ANNUM TURNOVER	PROJECTED ANNUAL FRANCHISEE PAYOUT	PROJECTED ANNUAL FRANCHISEE PAYOUT
PROJECTION				OCCUPANCY 30%			78840000	18615000 E.O.E.	11826000 E.O.E.





LOOKING FORWARD FOR DETAILED DISCUSSIONS

**THANK YOU**

*...an ultimate in smart cinema setup franchising*

**Cinema Franchising | Cinema Architecture | Cinema Engineering**

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