



**NARESH GOSWAMI**  
**CONSORTIUM**

**MINIPLEX BRAND OWNER**  
**FRANCHISE NETWORKING SETUP**  
**MANAGEMENT CONSULTANCY**

# PITCH DECK

Monetizing the Hidden Potential  
of Film Exhibition Industry

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# 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

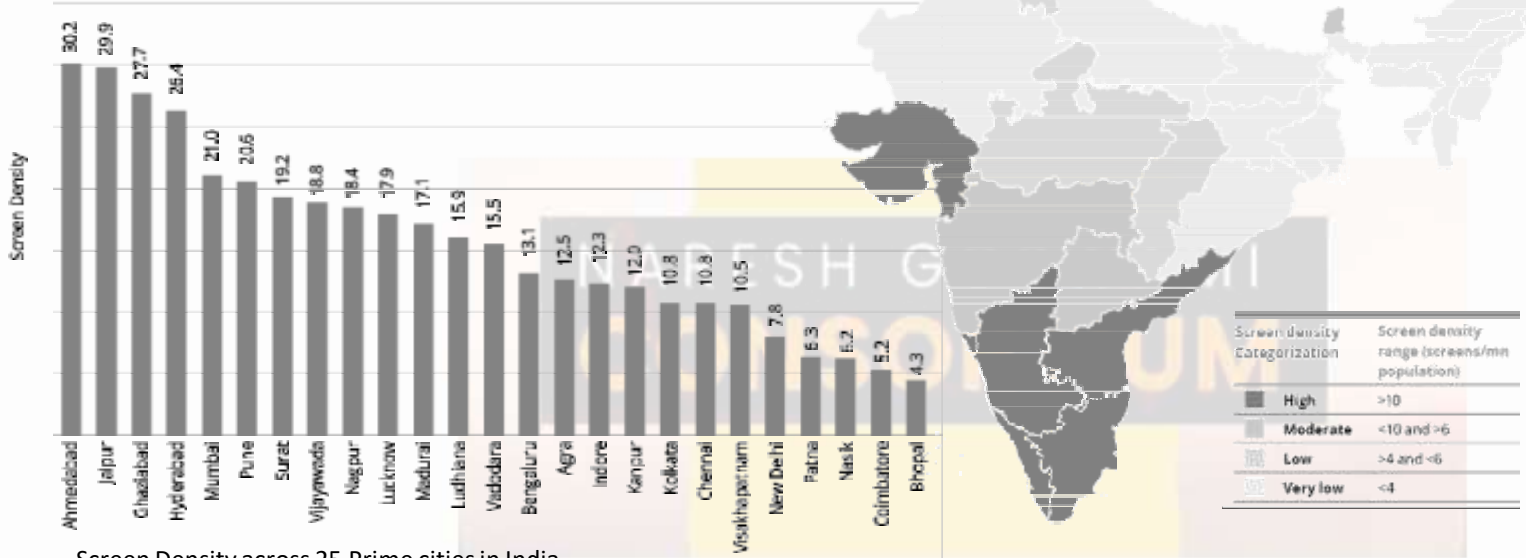


## Economy

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

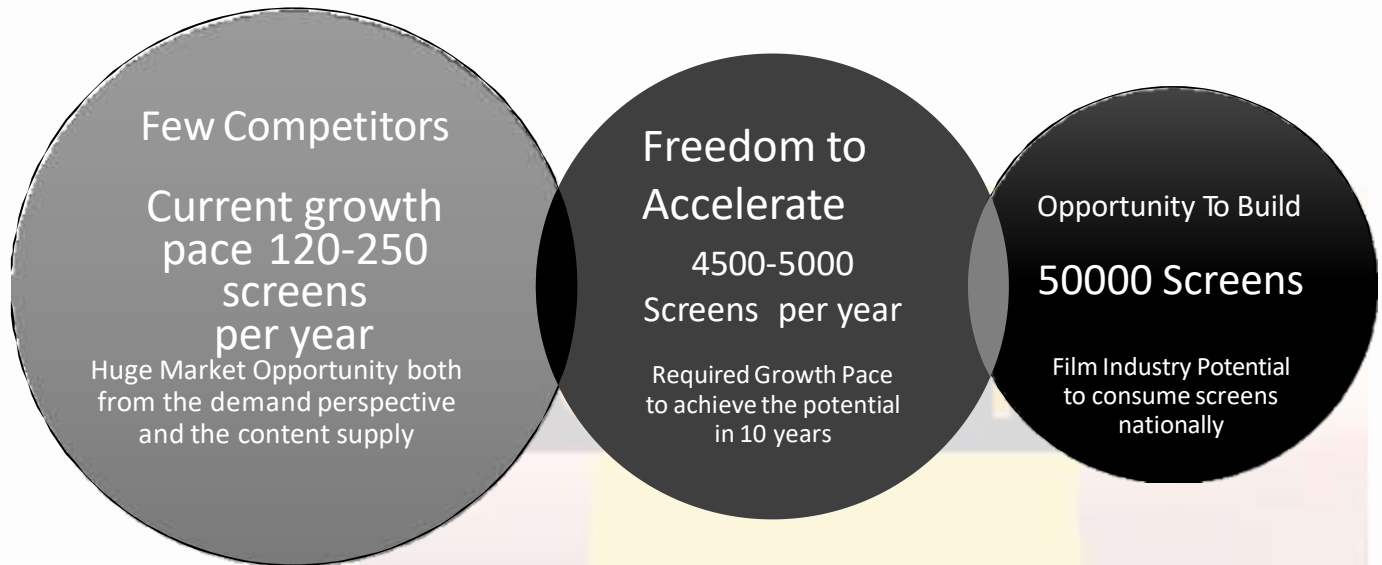
Development of new cost effective theatres & an innovative approach for single screens to downsize & convert into a multiplex with two screens or more, without compro-mising safety & security

### 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



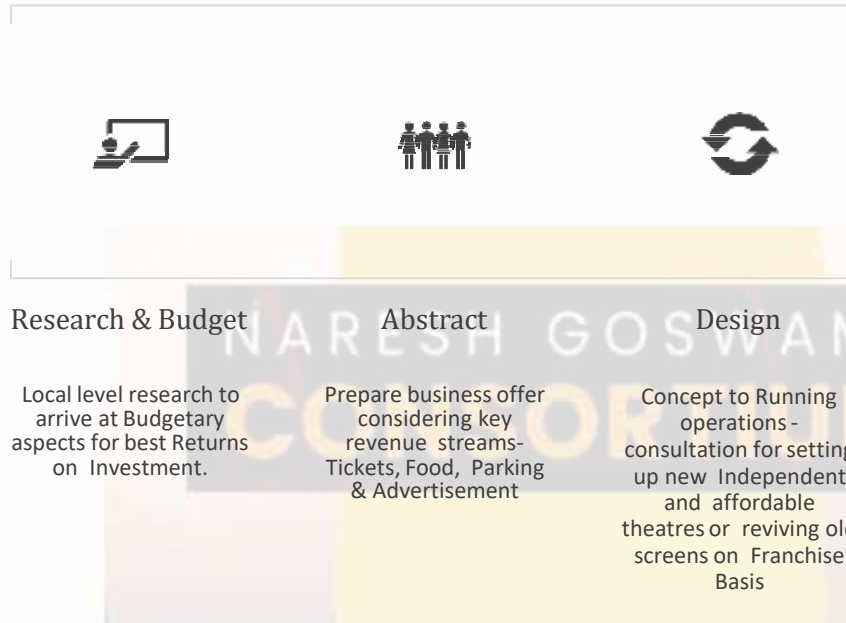
### Authentic

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%
  - Cinepolis=12%
  - Others = 32%



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99 MINIPLEX SCREENS  
IN 5 YEARS OF  
2 SCREENS & 200 SEATS Set Up

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

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

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## **MINI PLEX BRAND OWNER 2 SCREENS & 200 SEATS**

TARGETING LOCATION WHERE POPULATION IS MORE THAN 25,000 WITHIN 5 KMS.

### **- A B R I E F :**

- a. **NG** WILL DO MAPPING, PLANNING , EXECUTION & MANAGEMENT SIGNUP FRANCHISEE AGREEMENT .
- b. AVERAGE COST PER LOCATION WILL BE RS. 2.50 CR. ( EXCEPT LAND)., INVESTMENT BY THE FRANCHISEE.
- c. ALL PROFITS & PAYOUT WILL BE WITH MINI PLEX BRAND OWNER ,INCLUDING CINEMA TICKETING , FOOD SALES .
- d. **NG** WILL SIGN UP RETAINERSHIP AGREEMENT FOR 9 YEARS, IT CAN BE EXTENDED ON MUTUAL DECISION.
- e. **NG** WILL GET PAYOUT @10% OF THE TURN OVER &/OR ANY OTHER RECEIPT.
- f. **NG** WILL SIGN UP RETAINERSHIP AGREEMENT ON TURN OVER BASIS PAYOUT &/OR ANY OTHER RECEIPT PAYOUT@10%.
- g. ALL EXPENSES ARE ACTUAL TO BE PAID BY MINI PLEX BRAND OWNER

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

**MINI PLEX SCREENS IN 5 YEARS OF 2 SCREENS & 200 SEATS WITH COMMULATIVE PROFITS RS. 247.50 CR.**

2 SCREENS	200 SEATS	MINIPLEX BRAND OWNER GROUP PROJECTION	OPERATIONAL INCOME IN PROJECT
YEAR	NOS.	SCREEN COMMISSIONED	MINIPLEX BRAND OWNER Projected OPERATIONAL PROFITS PA(in Rs. Crores)
2024	0	0	0
2025	1	9	8.91
2026	2	24	23.76
2027	3	46	45.54
2028	4	72	71.28
2029	5	99	98.01
		<b>COMMULATED 5 YEARS OPERATION INCOME OF MINIPLEX BRAND OWNER</b>	<b>247.50</b>

PROJECTED BRAND OWNER PAYOUT										
CALCULATION PROJECTION ( 2 SCREENS 200 SEATS) @35% OCCUPANCY										
FROM CINEMA TICKETS COLLECTIONS	SCREENS	SHOWS	SEATS	OCCUPANCY	DAYS	RATE	AMOUNT	DISTRIBUTION EXPENSES @45%	TICKETING AMOUNT	
PROJECTION	2	5	100	35%	365	200	25550000	11497500	14052500	
FROM FOOD SALES COLLECTIONS								FOOD EXPENSES @20%	FOOD AMOUNT	
PROJECTION @ 50% of cinema ticketing								12775000	2555000	10220000
									TOTAL AMOUNT	
									24272500	
	OCCUPANCY	1 PARKING EXP.	2 DISTRIBUTION COST	3 FIXED ANNUAL SALARY & OTHERS EXP.	4 FOOD EXP.	1+2+3+4+5 ESTIMATED TOTAL EXPENSES	PROJECTED PER ANNUM TURNOVER THRU BRAND OWNER	5 NG CONSULTANCY PAYOUT @10% TURNOVER	ANNUAL PROJECTED PAYOUT	
EXPECTED PROJECTION	35%	0	11497500	3600000	2555000	21485000	38325000	3832500	17652500	
								FRANCHISEE & BRAND OWNER PROJECTED ANNUAL PAYOUT	17652500	
								PROJECTED ANNUAL FRANCHISEE PAYOUT THRU BRAND OWNER	7665000	
								BRAND OWNER OPERATIONAL PROJECTED PAYOUT	9987500	

<b>PROJECTED FRANCHISEE PAYOUT</b>										
<b>CALCULATION PROJECTION ( 2 SCREENS 200 SEATS) @35% OCCUPANCY</b>										
<b>FROM CINEMA TICKETS COLLECTIONS</b>	<b>SCREENS</b>	<b>SHOWS</b>	<b>SEATS</b>	<b>OCCUPANCY</b>	<b>DAYS</b>	<b>RATE</b>	<b>AMOUNT</b>	<b>FRANCHISEE PAYOUT @15%</b>		
PROJECTION	2	5	100	35%	365	200	25550000	3832500		
<b>FROM FOOD SALES COLLECTIONS</b>							<b>AMOUNT</b>	<b>FRANCHISEE PAYOUT @30%</b>		
PROJECTION @ 50% of cinema ticketing							12775000	3832500		
<b>FROM PARKING COLLECTIONS</b>							<b>AMOUNT</b>	<b>FRANCHISEE PAYOUT @100%</b>		
PROJECTION @ 10% of food sales							1277500	1277500		
								0		
								0		
	<b>OCCUPANCY</b>						<b>PROJECTED PER ANNUM TURNOVER</b>	<b>PROJECTED ANNUAL FRANCHISEE PAYOUT</b>		
PROJECTION	35%						<b>TOTAL</b>	<b>39602500</b>	<b>8942500</b>	
							<b>Thru brand owner</b>	<b>38325000</b>	<b>7665000</b>	



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LOOKING FORWARD FOR DETAILED DISCUSSIONS

**THANK YOU**

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