

MICROCINEPLEX



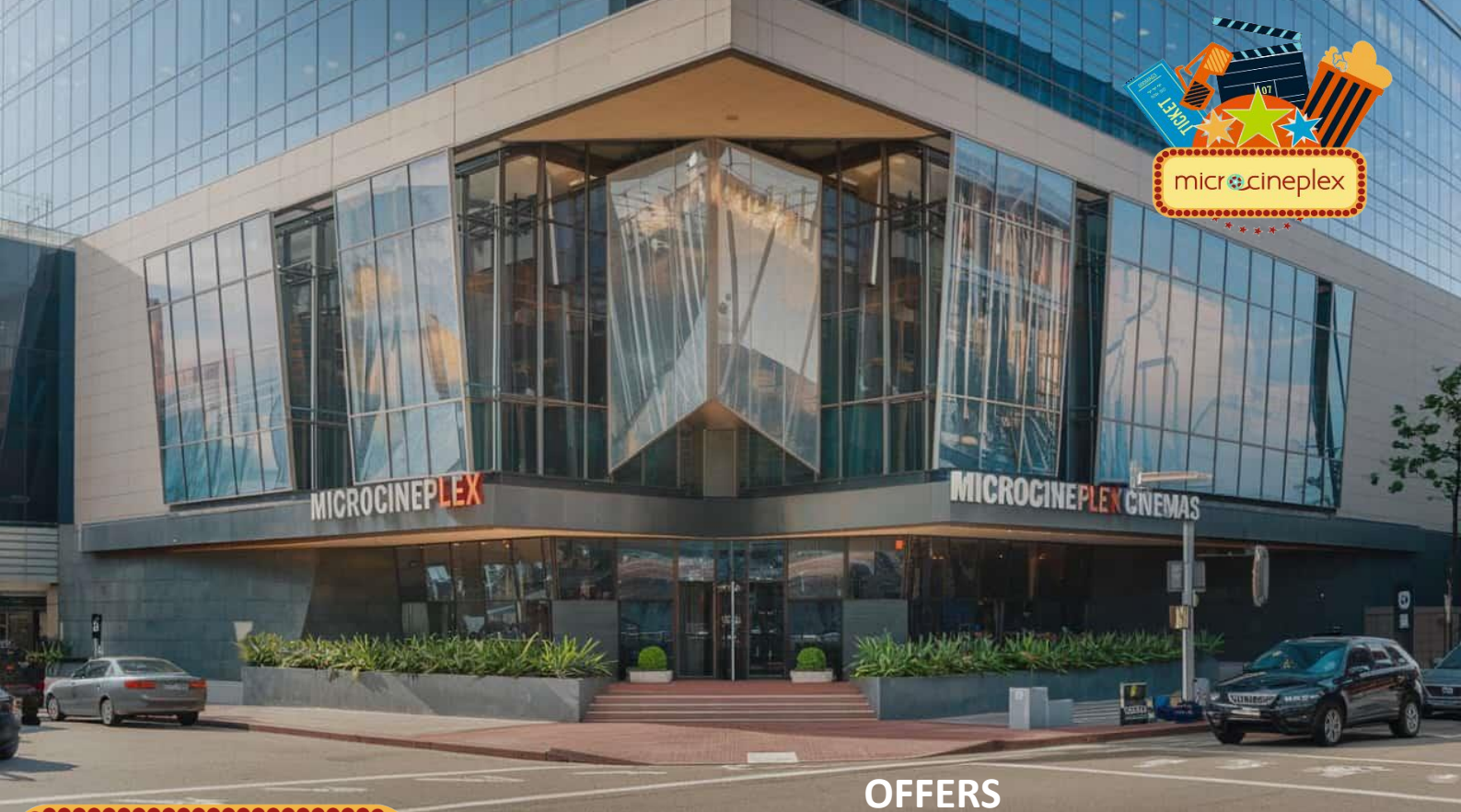
OFFERS

**MINIPIXEL CINEMA SETUP FRANCHISEE ON
Franchisee Owned Company Operated Module**

2 SCREENS 200 SEATS

NARESH GOSWAMI 9803030130 nareshgoswami@microcineplex.com

microcineplex



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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.

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

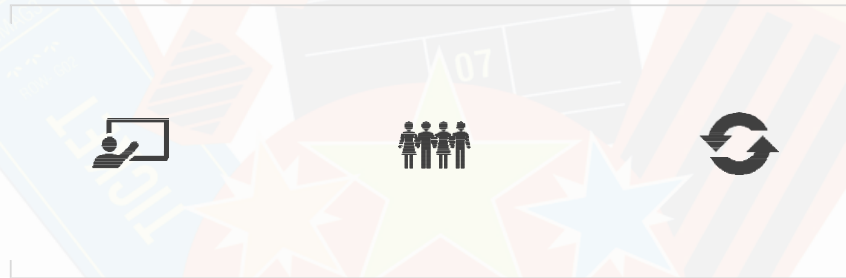
Film Industry Potential
to consume screens
nationally

The MicroCineplex logo is repeated at the bottom left of the slide. It consists of the text 'microcineplex' in a lowercase, sans-serif font, with a small globe icon replacing the letter 'o'. The text is contained within a yellow rounded rectangle with a red dotted border.



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

The MicroCineplex logo is repeated in the bottom left corner. It features the text 'microcineplex' in a lowercase, sans-serif font, with a small soccer ball icon replacing the letter 'o'. The logo is set within a yellow rounded rectangle with a red dotted border.



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%

A yellow banner with a red dotted border containing the text 'microcineplex' in a lowercase, sans-serif font. The banner is positioned at the bottom left of the slide. The background of the slide features a large, faint version of this logo and the word 'microcineplex' in a light blue color, along with various movie-related icons like a clapperboard, ticket, and popcorn.



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- A BRIEF :

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.

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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							10950000	3285000	1642500
FROM ON SCREEN / OFF SCREEN ADVERTISEMENT & GROUND PROMOTIONS ACTIVITIES COLLECTIONS PROJECTION @ 25% of cinema ticketing							5475000	1642500	821250
FROM PARKING COLLECTIONS PROJECTION @ 5% of cinema ticketing							1095000	1095000	164250
							PROJECTED PER ANNUM TURNOVER	PROJECTED ANNUAL FRANCHISEE PAYOUT	PROJECTED ANNUAL FRANCHISEE PAYOUT
				OCCUPANCY			39420000	9307500	5913000
				PROJECTION				E.O.E.	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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