

FRANCHISEE MODEL (CINEPLEX)

SERIAL NO	SCREENS	PLOT AREA (IN SQ. YARDS)	SEATS	INVESTMENT (₹ in Lakh)	REVENUE SHARING	
					Payout = Ticketing, Concessionaire, Parking & On & Off Screen Advertisement @15% (₹ in Lakh) p.a.	
1	2	3000	200	350	Minimum Guarantee	Expected Projected Payout
2	3	4000	300	400	24	100
3	3	4840	600	600	36	137
4	4	5500	800	700	72	275
					84	382

DRIVE IN CINEMA BY MICROCINEPLEX

Drive in Cinemas are the answer to uninterrupted entertainment while keeping a safe social distance during The Pandemic and in the future

In the time of Covid-19 Drive-ins are a smart alternative to in-door cinema theatres because not only do they help maintaining social distancing while keeping the family and friends outings on go, but also building and maintaining a drive-in theatre is fast and cheap than that of an in-door theatre, resulting in lower overall cost of operations and investment.

Unlike indoor cinema theatres, there is an air of informality, feeling of safety and freshness which appeals to people of all age groups, and specifically to families. The drive-in's success is rooted in its reputation of being a family-friendly place. It offers advantages to new parents like taking care of their infants while watching a movie, while youth find drive-ins ideal for their own good reasons.

EXCLUSIVE FEATURES OF Drive in CINEMA

Adhering the Social distancing norms at every possible point of contact like entry points, toilets, food points etc.

Maximum contact less services like Ticketing, Food & Beverages.

Meeting WHO guidelines for sanitization and other health safety measures.

Health check entry points with trained cinema staff and medical assistance.

Mandatory hand gloves and masks for every one on the cinema property.

Drive In Cinema Franchisee for
Marriage Palaces, Banquet, Parking Lots,
Water Parks, Stadiums, Clubs & Vacant Plot



Projected Revenue	Existing Structure	Vacant Plot
1 Screen 100 Cars	265 Days	315 Days
Projected Investment	Rs. 100 Lacs	Rs. 150 Lacs
Projected Return (PA)	Rs. 150 Lacs	Rs. 175 Lacs
Minimum Plot Area	2.5 Acres	3 Acres



Microcineplex Cinemas - Dehradun



Microcineplex Cinemas - Khanna



Microcineplex Cinemas - Nakodar



MICROCINEPLEX LLP.

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OWN YOUR MICROCINEPLEX CINEMA FRANCHISE

India's Next Generation Cinema Business

★★★

WHY CHOOSE MICROCINEPLEX?

- Low Investment Model
- Complete Cinema Setup
- Cinema Architecture & Interior Design
- Operations & Management Support
- Advertisement & Promotions
- Marketing Assistance
- Merchant Acquisition Support

PERFECT FOR

- Shopping Malls
- Commercial Complexes
- Tier 2 & Tier 3 Cities
- Towns & Growing Markets

WHAT WE OFFER

- Cinema Franchise
- Cinema Architecture
- Ticketing Solutions
- Food Court Planning
- Branding & Promotions
- Business Support

INVESTMENT OPPORTUNITIES

- Single Screen
- Mini Multiplex
- Premium Cinema
- Drive-In Cinema

★ BE A PART OF INDIA'S
FAST GROWING CINEMA NETWORK ★

CONTACT US

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www.microcineplex.com



About Us

- MICROCINEPLEX LLP. is a conglomerate under the Leadership of Naresh Goswami of Erstwhile M/s. ZOOM MEDIA VISION (P) LTD. We believe that each project we undertake must be a work of an art - in - conception & execution. With personalized professionalism to suit individual clients requisites we are committed to produce Superior results.
- We have in house technicians including Architects, Structure & Civil Engineers and Interior Designers, Sound Engineers and Cinema set up experts.
- We do the projects on Turnkey basis.
- We take care of Operations & Management of the project.

Prologue

- India is a Cinema theatres deficient country. There are only 10 screens per million people, where as in a country like United States, there are 120 screens per million. This is a figure in spite of the fact that India is the world's largest film producing country with more than 2000 films per year and also the no. 1 when it comes to ticket sales, with more than three billion tickets sold each year.
- The History of the Indian Cinema Reflects its importance through the economic statistics of the Finance body of India and is well supported and promoted by the Indian government as it plays a vital role by contributing to the revenue in terms of taxes and by

offering employment to over 14 lac people across the country.

- India has revolutionized in last few decades and technology has ushered new dawn for Entertainment Industry to grow manifold with rising focus on entertainment as key element in social life. We at MICROCINEPLEX LLP. are glad to pioneer in standardizing, simplifying and

modernize this entertainment industry arena with our set of offerings. We offer following services in setting up a Cineplex.

- **Market Research & Budgeting:** Understanding your planned Location Locality, demands, expectations, current market scenario, young generation life style, society and overall factors helps in estimating your planned Theater. We do intensive local level research to arrive at Budgetary aspects for such proposals so as our prospective clients get best Returns on Investment.
- **Business Model:** There is a myth in Entertainment industry with reference to earning estimation for running a Cinema Theater that Cinema Theater/ movies hall runs and avails good profits only in big cities (Tier-2 onwards) where population is above 1Lac.
- We at **MICROCINEPLEX** mark distinguish change in this understanding and we strongly believe that Cinema Theater/ Movie Hall can give good returns on investment even in Taluka/ Tahsil places with population in

range of 30000 +. A single screen theater runs well on average with 7,000 viewers a week taking per day count to 700+ visitors a day in 5 shows.

- **License(s) and various Legal perspectives:** Being large public area and entertainment resource, Cinema Theaters attracts mandatory need of various Licenses and permissions from Local governments (Council/ Municipal Council/ Corporation), Public Works Department (PWD for Plan Approval), District Authorities (Health and Fire departments), State Electricity Company (for Electricity connection), District Collectorate Entertainment department. Apart from these licenses, many States have their own policies and legalities involved.
- **MICROCINEPLEX** is one of fast growing entertainment industry tool for delivering latest movies to 1st, 2nd & 3rd tier (Tehsil level) cities with estimated population above 5 Lacs within radius of 25 kms.
- **Key advantages** of setting up a MICROCINEPLEX is with lower investment as compared to multiplex and ability to sustain for a longer period with lower per day visitors. Today India has around 60% cinema halls at Tehsil level cities/ places and most of these halls are in bad shape following their inability to offer services at par with client needs and changing sociology.
- **MICROCINEPLEX** is a modernized cinema setup, India's large segment of with family cinema viewers broadly prefer such halls for outing and viewing cinema on routine basis. Such MICROCINEPLEX theaters largely attracts uneven visitors who left viewing movies in cinema halls because of lack of quality of services like Sound, Acoustics, Cleanliness and Quality of audience.
- **Design and Construction:** Building Architecture is the most important and vital element of this entire setup. Modernized Building Architecture, plush interior look, glamorous eye-catching colour schemes, kids friendly areas, waiting lounge with cheerful ambience, ample secured in-house parking space are amongst various key elements that we look forward with utmost excitement as a viewer to avail the best of your feel.
- **Seating and Air-conditioning:** A visitor spares 3+ hours in a cinema theater and hence it is really important that the seating arrangements and Air-conditioning of the entire cinema hall keeps clear focus on availing the best Comfort and Pleasant Joy. Seats are broadly categorized in fixed seats, push back seats, motorized recliner chairs/ sofa and we look forward to avail multiplex level comfort by offering best cushioned, PU foam chairs on lowest levels and have recliner sofa setup for royal treats.
- **Air conditioning** is yet another enhancement aspect wherein you could offer Split, Cassette/ Ceiling or centralized air conditioning systems in your planned theater based on your budgets/ plan.
- **Screen:** Technology has made a revolutionary change in screen viewing. We can choose from Silver Screen, White Screen, 3D Screens to project/ Cinema/ Movies in theater. Screen size can be



best decided based on your Hall Size, Project room distance and various other aspects.

- **Projection:** Showing Cinema in theaters demand dynamic understanding of changing life style and use of technology in showing the latest released movies at earliest span of time for getting best revenues. The super hit mantra of First day First show (FDFS) is practically possible now with use of Satellite project techniques. These project systems equally offers crystal clear picture viewing, excellent digital sound quality and light effects for uninterrupted joy of viewing cinema in theaters. We strongly recommend our prospective

clients to adopt this ultra-modern technology tool for delivering latest pictures/ movies in their halls. This technology has outdated traditional film based projector systems wherein one has to depend solely on prints and time taken to reach and again

various quality concerns and resources requirement. Satellite projection cinema technology has equally reduced resource requirement to lowest extent.

- **Sound:** Use of 7.1 Digital Dolby, Amplifiers and best sound speakers for utter joy of best hearing quality is amongst most significant perspective to get your visitor enjoy the best of movie.
- **Booking Window:** We avail complete reference, support and services for staff feeding, office setup, work planning, resources training and computerized ticket/ online ticketing requirements of theaters.
- **Distributor Linkup:** Linking up with best distributors network to get continued films with FDFS priority is most attentive perspective. We at MICROCINEPLEX LLP. give extensive training, distributor linking and knowledgebase sharing for this important aspect.
- **Concessionaire:** Theater's major second revenue comes from cafeteria wherein most of visitors enjoy dedicated seating with their families and loved ones while watching movies. Hence having clear display of cafeteria services, Uniformed Staffing, Popcorns, Cold Drinks, Pizza, Burger, Sandwich, Machinery setup are keenly reviewed and availed.
- **Management and Business Planning Consultation:** As you are all set to enter in MICROCINEPLEX LLP., we are here to assist you with the best professional experience to avail quality all around. We offer Theater Launching plan, Opening Day Planning, Print Media Planning, Invitation Cards, Resources Training, Internal Accounting, Tax Accounting and Planning, Auditory reviews services for your Theater plan.

