

MICROCINEPLEX CINEMAS

MASTER FRANCHISE & BUSINESS ASSOCIATES

BUILD • PARTNER • EXPAND

Strategic opportunities to grow with Microcineplex Cinemas through state-wise master franchise partnerships and business associate networks.

STATE-WISE MASTER FRANCHISE

CINEPLEX BUSINESS ASSOCIATES

microcineplex
Monetizing the Hidden Potential of the Film Exhibition Industry

EXPANSION | FRANCHISE | ACQUISITION | GROWTH

Become a Business Part of
**EVER GROWING
NO COMPETITION
CINEMA INDUSTRY**
through Microcineplex Cinemas.

INDIA HAS ONLY **10,000** APX SCREENS as per survey on cineplex

IT REQUIRES MORE THAN **100,000** SCREENS **BIGGER SCOPE**

HUGE MARKET POTENTIAL

BECOME:

- 1 CINEPLEX BUSINESS ASSOCIATES**
Partner in growth and earn together
- 2 MASTER FRANCHISEE (STATE WISE)**
Exclusive rights in your state
- 3 FRANCHISEE**
Own and operate your cineplex

HIGH FILM CONSUMPTION | UNDERSERVED MARKET | HUGE DEMAND | LONG TERM OPPORTUNITY

Let's Build a Bigger India Together

GET IN TOUCH
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EXPAND | INVEST | PARTNER | GROW

MICROCINEPLEX LLP

JOIN THE CINEPLEX BUSINESS

Be Part of Microcineplex LLP

Monetizing the Hidden Potential of the Film Exhibition Industry

EXPANSION • FRANCHISE • ACQUISITION • GROWTH



Company foundation, expertise and business focus

Established

2017

MICROCINEPLEX LLP was incorporated in 2017 under the Limited Liability Partnership Act, 2008, Government of India.

Our Team

EXPERIENCED

Technology-driven individuals with backgrounds in the cinema industry, design & architecture, marketing and management.

Business Focus

MULTI-DOMAIN

Cinema franchising, film distribution, film marketing & promotions, and modernized film exhibition opportunities.

India is a high film-consuming market with significant screen-density challenges

Film Consumption

India produces approximately 1,500–2,000 films every year.

Screen Base

Nationwide screen count is around 10,000, with many traditional single-screen cinemas.

Underserved Market

The source deck highlights India as significantly under-screened relative to its population and demand.

- Screen density varies widely across regions.
- Tier II and Tier III cities have a major gap compared with Tier I cities.
- Limited theatrical access can reduce the commercial potential of film content.

Franchise fees, project cost, payout structure and project cost assurance

Franchise Fees

Up to 3 screens: ₹15 lakh
More than 3 screens: ₹25 lakh+

Architecture & Design Fees

Up to 3 screens: ₹10 lakh
More than 3 screens: ₹15 lakh

Project Cost

3 screens / 500 seats: starts from ₹3.5 crore
More than 3 screens / 1,000 seats: ₹6 crore

Payout Return to Microcineplex Cinemas Franchisee

Cinema tickets, food, local advertisement and parking revenue share.

15%

Cinema Tickets

25%

Food

25%

Local Advertisement

25%

Parking

36-Month Guarantee

Project cost will be covered within 36 months, excluding land cost.

ANNEXURE 2: MICROCINEPLEX CINEMAS BUSINESS ASSOCIATES

Estimated payout model for MCBA — actual share will be on actual basis

Franchise Fee Payout

UP TO 33%

MCBA will get payout up to 33% of franchise fees.

Designing Cost Payout

UP TO 5%

MCBA will get payout up to 5% of designing cost.

Project Business Turnover

UP TO 1%

MCBA will get payout up to 1% of project business turnover.

Example: Franchise Fees

3-screen / 500-seat project example:
Franchise fees: ₹5 lakh + 33% of franchise fees.

Example: Designing

₹50,000, which is the estimated 5% share of design fees.

Example: Business Turnover

₹3 lakh payout example if project business turnover is ₹3 crore.

IMPORTANT: These figures are estimated. Final share and payout will be determined on an actual basis.

State-wise master franchise opportunity (Estimated state master franchise cost) — estimated 100 screens in 5 years

01

Punjab, West UP, East UP, Rajasthan

₹1 Crore

02

Himachal Pradesh

₹30 Lakh

03

Haryana

₹50 Lakh

04

Uttarakhand (UK)

₹30 Lakh

05

Delhi NCR

₹30 Lakh

06

Jammu Kashmir & Ladakh

₹30 Lakh

Franchise Fees Share

UP TO 66%

Master Franchisee payout: up to 66% of franchise fees.

Designing Fees Share

UP TO 10%

Master Franchisee payout: up to 10% of designing fees.

Business Turnover Share

UP TO 2%

Master Franchisee payout: up to 2% of business turnover.

Monthly Infrastructure Expenses

UP TO ₹1 LAKH

Up to ₹1 lakh per month.

MCBA-Generated Business Adjustment

If business is generated through MCBA, payout will be split half-half: 33%–33% after adjustment with the Business Associate.

The source deck identifies substantial national potential for film exhibition expansion

Current Growth Pace

120–250

Source deck cites approximately 120–250 screens added per year.

Potential Requirement

100,000+

Source deck estimates nationwide requirement above 50,000 screens based on demand.

Target Market

TIER II / III

Focus on underserved Tier II and Tier III cities with lower screen penetration.

- Huge opportunity from both demand and content-supply perspectives.
- A scalable and faster expansion model is required to capture the opportunity.

Standardize • Modernize • Monetize

STANDARDIZE

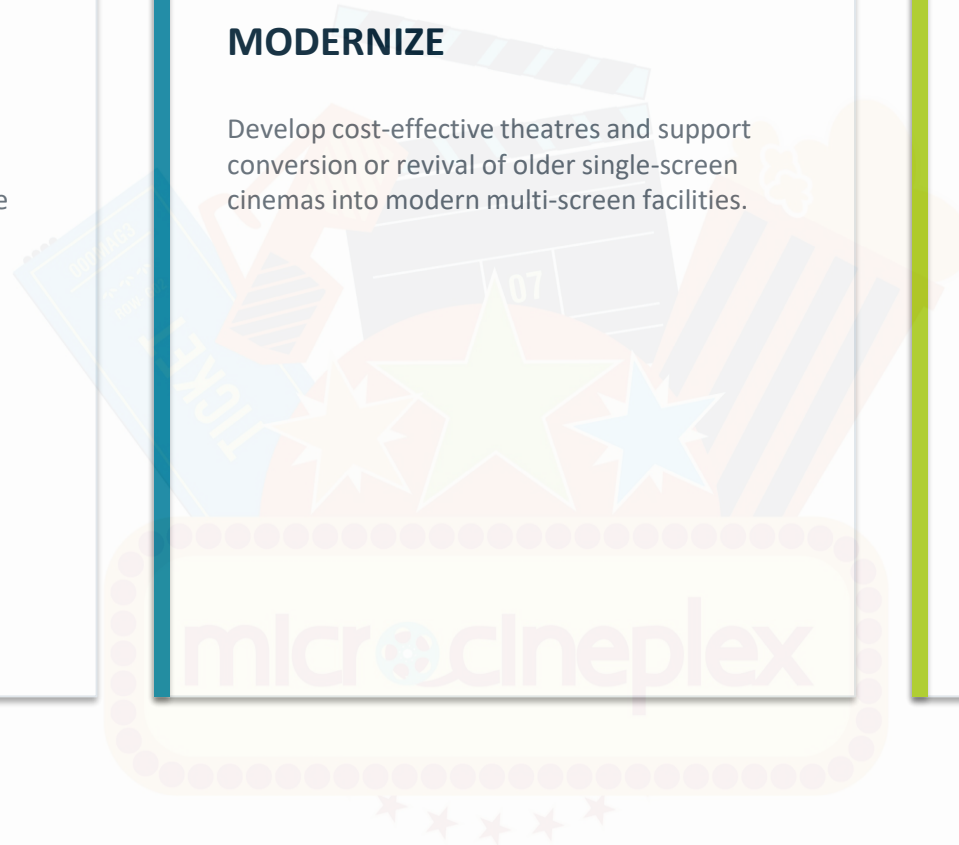
Penetrate underserved areas through a lean and innovative business model, making film exhibition easier for new and existing theatre owners.

MODERNIZE

Develop cost-effective theatres and support conversion or revival of older single-screen cinemas into modern multi-screen facilities.

MONETIZE

Unlock hidden potential through stronger cinema economics and a new set of standardized, simplified and modern offerings.



Affordable modernized cinema viewing with a cost-effective design and operations model

Innovative

Asset-light franchise model with focus on lower CapEx deployment.

Market Focus

Long-term operations model targeting Tier II and Tier III cities.

Tested Approach

The source deck notes successful sign-ups supporting real-world feasibility.

- Affordable modernized cinema concept.
- Cost-effective theatre design and operations.
- Focus on transparency and business intelligence for operations.

From local research to running operations

1. Research & Budget

Local-level research to develop budgetary aspects for better return potential.

2. Revenue Planning

Business offer based on key revenue streams including tickets, food, parking and advertising.

3. Design & Development

Consultation for new independent affordable theatres or revival of old screens on a franchise basis.

4. Sustainable Operations

Lower investment and maintenance approach for long-term sustainability, especially in Tier II and Tier III cities.

MULTIPLE REVENUE STREAMS

microcineplex

A diversified income model beyond box-office collections

Cinema Tickets

Income from sale of ticket.

Concessionaire

Income from concessionaire.

On-Screen Advertising

Income from on-screen advertising.

Off-Screen Advertising

Income from off-screen advertising.

Launch Pad

Income from launch pad advertising.

Ground Activities

Income from ground activities.

Parking

Income from parking.

PAN India growth through multiple partnership and acquisition routes

Screen Takeovers

Identify and operate existing cinema screens with growth potential.

Acquisitions

Acquire strategically located cineplex businesses and operating assets.

Business Associates

Partner with capable local entrepreneurs and operating associates.

Master Franchise

Develop state-wise master franchise opportunities for rapid expansion.

Illustrative state-wise target

Target Screens

100

Planned network across Punjab.

Target Locations

35

Strategically distributed cinema locations.

Business Generation

₹100 CR+

Target after five years of operations.

Target Timeline

5 YEARS

Phased rollout over the first five years.



Regional rollout target of 200 screens

01

Punjab, West UP, East UP, Rajasthan
100 Screens

02

Himachal Pradesh
25 Screens

03

Haryana
50 Screens

04

Uttarakhand (UK)
25 Screens

05

Delhi NCR
25 Screens

06

Jammu Kashmir & Ladakh
25 Screens

Regional Business Generation

₹500 CR

Target after five years of operations.

Building the next phase from an active operating base

Locations

3

Operating locations restarted from April 2026.

Screens

7

Current operating screen base.

Seats

1,653

Combined seating capacity.

Expected Turnover

₹7 CR

Expected business operations turnover.

- Operations restarted from April 2026 onwards with 3 locations, 7 screens and 1,653 seats.

Important baseline indicators from the original pitch material

Screen Sign-ups

20

Source deck references 40 screen sign-ups.

Pipeline

40

Source deck references 40 screens in pipeline.

Near-Term Launch

2

Source deck referenced locations planned to go live.

- Established baseline product-to-market fit and customer acquisition / activation.
- The original deck describes a J-curve in business acquisition.

From operating restart to regional scale



Ways to participate in the Microcineplex growth journey

- Business Associates
- State-wise Master Franchise Partners
- Screen Takeover Opportunities
- Strategic Acquisition Opportunities

JOIN THE GROWTH JOURNEY

LET'S GROW

Partner with Microcineplex LLP to participate in the development of a scalable cinema network across underserved and high-potential markets.

MICROCINEPLEX CINEMAS – 5-YEAR GROWTH INITIATIVE

Microcineplex Cinemas is looking forward to initiating the following progressive growth and payout structure over the first five years.



A progressive five-year structure designed to support sustainable growth and long-term business expansion.

LET'S BUILD THE FUTURE OF CINEMA TOGETHER

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