

13<sup>th</sup> November, 2024

To,

**National Stock Exchange of India Limited**

Exchange Plaza, 5<sup>th</sup> Floor,

Plot No. C/1, G Block,

Bandra Kurla Complex,

Bandra (East), Mumbai - 400 051,

Maharashtra, India.

**BSE Limited**

Corporate Relationship Department

1<sup>st</sup> Floor, New Trading Ring,

PJ Towers, Dalal Street,

Fort, Mumbai - 400 001,

Maharashtra, India.

**Company Code: CINELINE (NSE) / 532807(BSE)**

**Subject: Investor Presentation**

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached the investor Presentation issued by the Company for Q2FY25.

The investor presentation can also be accessed on website of company, [www.moviemax.co.in](http://www.moviemax.co.in)

The contents of the Investor Presentation give full details.

Kindly take the above information on your records and oblige.

Thanking you,

Yours faithfully

**For Cinline India Limited**

**Rashmi Shah**

**Company Secretary & Compliance Officer**

**Cinline India Limited**

2nd Floor, A & B wing, Vilco Centre, Subhash Road, Opp Garware, Vile Parle (E), Mumbai- 400057

(India). Tel.: +91-22-67266688, Email: investor@cinline.co.in,

Corporate Identity Number (CIN): L92142MH2002PLC135964; www.moviemax.co.in



EMBRACING INNOVATION.  
ENHANCING CINEMATIC JOURNEYS.



**CINELINE**  
CINELINE INDIA LIMITED

INVESTOR PRESENTATION – November'24

MOVIE **MX**

# Safe Harbor



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# Business Highlights

**Introduced multiple formats including large screen and diner**

**Launched an all-recliner format under the brand name 'MovieMax Edition' at MovieMax Amanora Pune and soon at R cube Monad Noida**

**Launched multiple Food Brands under the concept 'House of Food' with defined product lines and vast menu**

**Collection of movie 'Stree 2' was at Rs. 17.8 crores for Cineline India Limited, highest for any movie in MovieMax history**

**Industry Leading Performance, Company has maintained ATP and Admits while increasing SPH by 6% in Q2 FY25**

**Launching WhatsApp Chat bot to enhance customer experience and make most of the customer journey with us more seamless**

**Launched 'Skip the Queue' and order at seat service through a QR code at multiple cinemas and received great response and increased food sales**

# IMAX BIG CINE AWARDS

FASTEST GROWING CINEMA CHAIN OF THE YEAR

MOVIE **MAX**



MOVIE **MAX**

Awarded As  
**'The Fastest  
Growing  
Cinema Chain  
Of The Year'**

**CINELINE**  
CINELINE INDIA LIMITED



# Cineline's Journey from 1997-2013



## Planting the Seeds of Cinematic Excellence (1997)

Started the journey in 1997 with the inception of its movie exhibition business. The Company's first theatre opened in Mumbai, driven by a vision to provide an unparalleled entertainment experience to movie enthusiasts.

## Redefining Comfort and Luxury (2005)

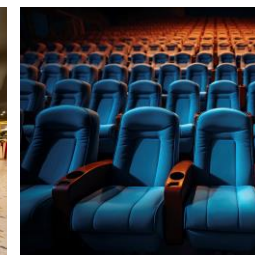
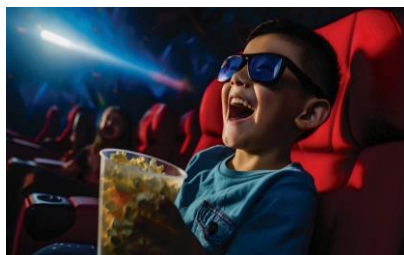
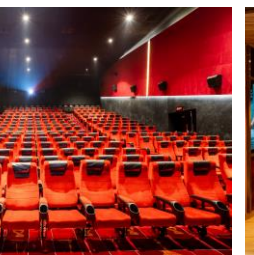
Continued raising the bar for cinema experiences by becoming one of India's first cinema chains to replace traditional chain with revolutionary Bucket Seats. These moves prioritized comfort and elevated the movie-watching experience to new heights.

## Glamour Meets Grandeur (2007-2009)

It was established as the industry's favourite hotspot for movie premieres and star-studded events. The Company's venues played host to numerous eternal moments of stardom, cementing its reputation as a hub for glitz and glamour.

## Blockbuster Distribution Powerhouse (2012-2013)

Solidified its position as a major distributor of blockbuster films and played a pivotal role in the success of numerous record-breaking movies, including 'Singh is King', 'Kismat Konnection', and many more.



## Pioneering the Multiplex Revolution (2001)

Recognized the evolving preferences of audiences, took a bold step, and led the multiplex revolution in India by opening the country's first multi-screen cinema in Mumbai. This innovative concept introduced a new era of convenience and choice for moviegoers.

## Embracing the Public Spotlight (2006-2007)

Building on its widespread popularity and strong brand recognition, Cineline made significant strides by becoming a publicly listed company vide Initial Public Offering (IPO) in FY 2006-07. This pivotal move allowed movie enthusiasts and investors alike to become an integral part of the Cineline story.

## Luxury Redefined: Introducing the RED Lounge (2010)

Pushed the boundaries of luxury cinema experiences by launching RED Lounge, Mumbai's first-ever theatre featuring all-recliner seats. This innovative concept set a new standard for indulgent movie-going.

## Iconic Destinations, Exceptional Experiences (2013)

The company reached new heights by establishing iconic cinema halls in locations like Inorbit Mall (Hyderabad), Infinity Mall Andheri (Mumbai), and Pacific Mall (Delhi), offering unparalleled movie experiences and state-of-the-art facilities.

# Cineline's Journey from 2022-2024



## Ushering in a New Era: The Birth of MovieMAX (2022)

Embarked on a transformative journey by launching MovieMAX, a brand dedicated to offering a world-class cinema experience tailored for the discerning movie lover. This bold move marked the beginning of a new chapter in the Company's pursuit of cinematic excellence.

## Opening of 4-Screen Multiplex at Paras Downtown Square Mall, Zirakpur (2024)

The company proudly opened a 4-screen multiplex in Zirakpur, Punjab, showcasing state-of-the-art screens with a seating capacity of 1,010. Featuring advanced 2K projectors for exceptional image quality and immersive sound systems, MovieMAX offers an outstanding audio-visual experience.

## Opening of 8-Screen Multiplex at Amanora Mall, Pune (2024)

Cineline announced the grand opening of MovieMAX Multiplex in Pune, Maharashtra, featuring eight state-of-the-art screens and a seating capacity of 1,865. With advanced 2K projectors and immersive sound technology, it delivers exceptional image clarity and an engaging audio-visual experience.



## Opening of 3-Screen Multiplex at Ansal Plaza, Gurugram (2023)

Continued its journey of innovation with the opening of a 3-screen multiplex in Haryana, featuring a seating capacity of 802. Equipped with 2K projectors, Dolby 7.1 surround sound, and Double Beam 30 technology, the multiplex offers ultra-high resolution and immersive audio. Premium recliners in each auditorium ensure an exclusive and comfortable movie experience.

## Unveiling Cinema's Next Chapter in metro Cities like Pune and Noida

The Company is launching its ultra-luxury theatres in metro cities that marks a new chapter in its legacy. The upcoming "Luxurious" Cinema in Noida will set new standards by offering an immersive experience resonating sophistication, comfort, and an impeccable service for the guests.

# Current Portfolio of Cinemas

Operational

Tied up

21

CINEMAS



23

79

SCREENS



92

14

CITIES



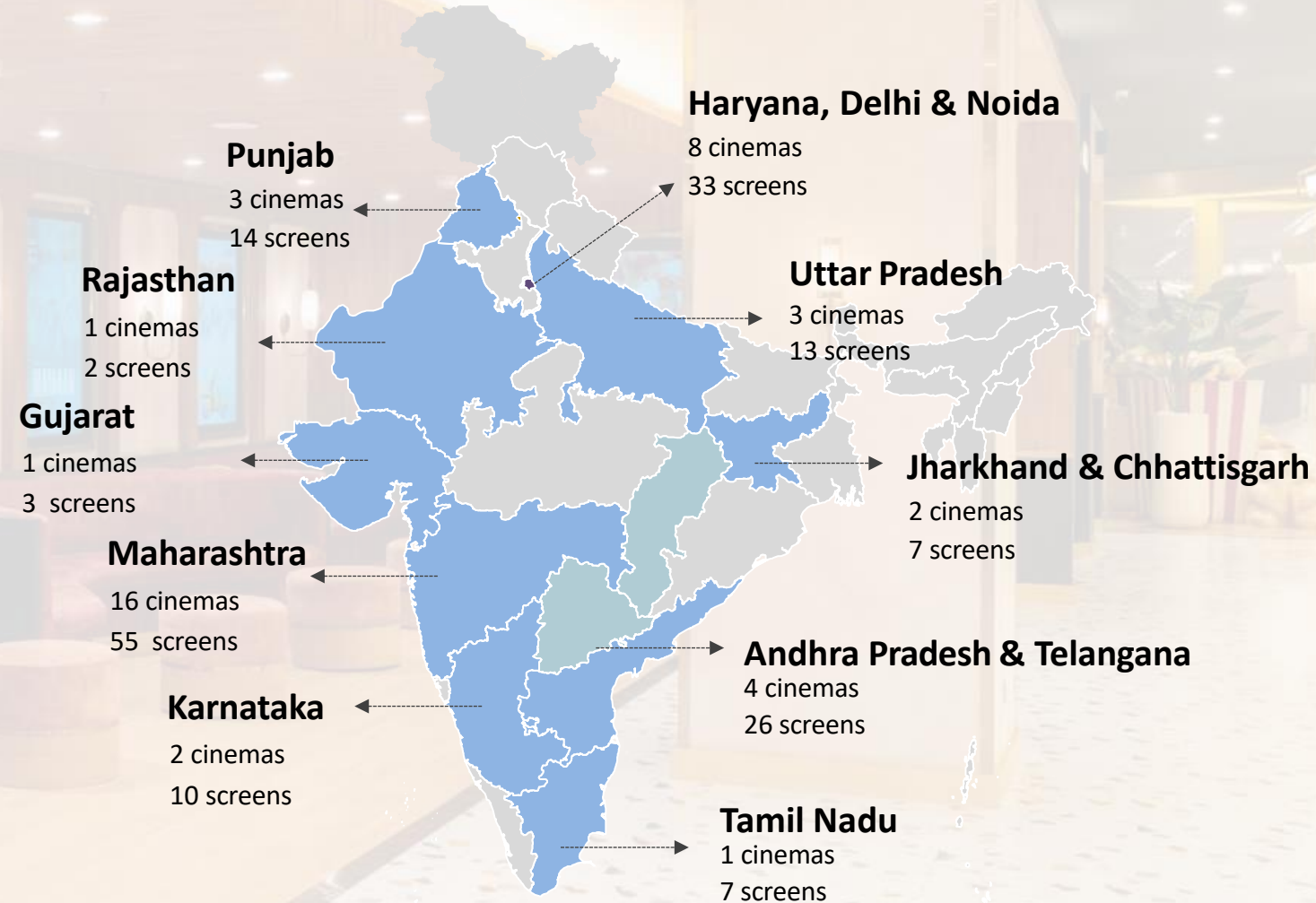
20

NO. OF SEATS

20,000+



19,000+





# Operational Screens

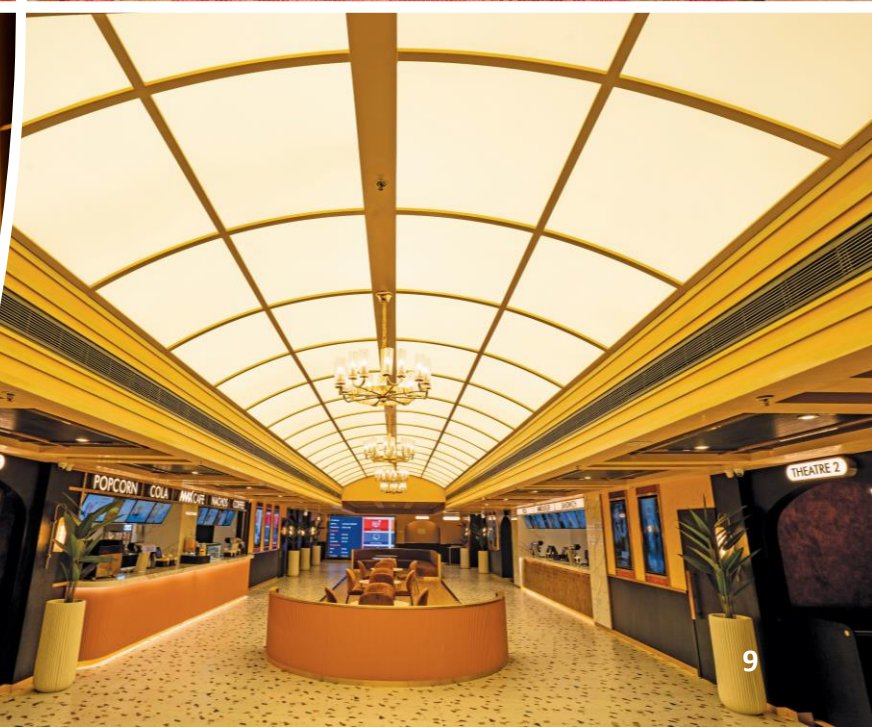
Location	Month	# Properties	# Screens
Sion & Mira Road (Mumbai)	Apr-22	2	6
Nashik & Nagpur		2	6
Eternity Mall & Wondermall Thane		2	8
Andheri, Goregaon & Kandivali (Mumbai)		3	3
Omaxe, Patiala	Jul-22	1	4
Pacific Mall, Ghazibad	Aug-22	1	4
Huma, Mumbai	Nov-22	1	4
SM5 Kalyan, Mumbai		1	5
Cinemagic, Bikaner		1	2
AMR, Hyderabad	Dec-22	1	7
Gulshan, Noida	Mar-23	1	6
Shalimar, Luknow		1	6
Ansal, Gurugram	Nov-23	1	3
Downtown Square, Zirakpur	Mar-24	1	4
Amanora Mall, Pune	Mar-24	1	8
Mariplex Mall, Pune	Oct-24	1	3
<b>Total</b>		<b>21</b>	<b>79</b>

Note : Operational Screens added since MovieMax went live in April 2022



Cineline India Limited  
**Achieved One of  
the Highest  
EBITDA Margins  
in FY24**

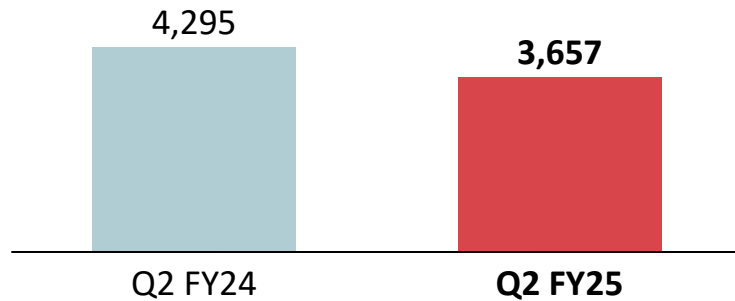
In Film exhibition  
Industry within short  
span of time



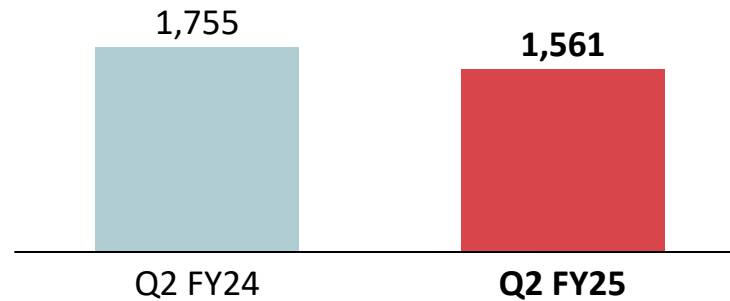


# Q2 FY25 Box Office and F&B Performance

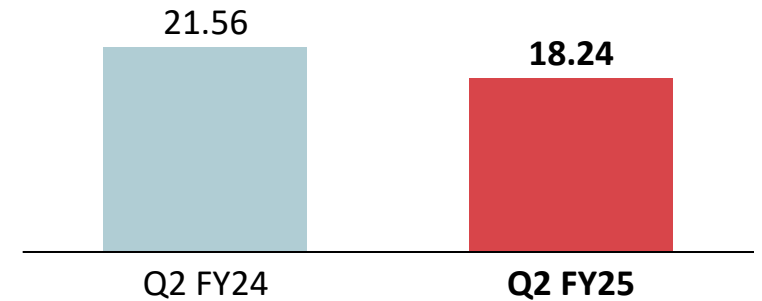
**Net Box Office Collections  
(Rs. Lakhs)**



**Net F & B Collections  
(Rs. Lakhs)**



**Admits (# Lakhs)**



**ATP\***  
Rs. 231; -2% YoY

**SPH\***  
Rs. 90; +6% YoY

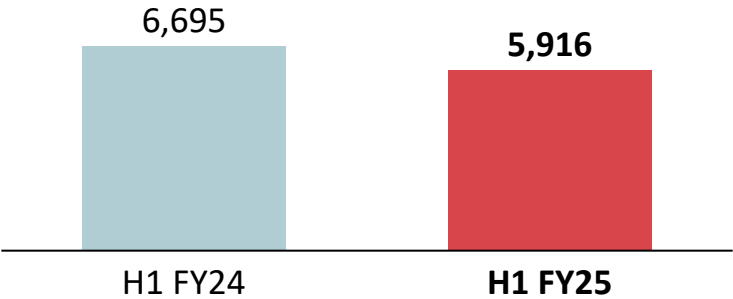
**ATP + SPH\***  
Rs. 321; +0% YoY

**Note:** Last year, Q2 FY24 was an exceptional quarter with blockbuster releases like Gadar Ek Prem Katha, Jawan, and Oppenheimer and hence we see a YoY decline.

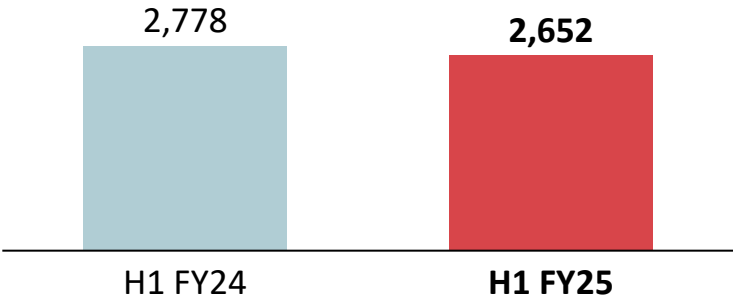
# H1 FY25 Box Office and F&B Performance



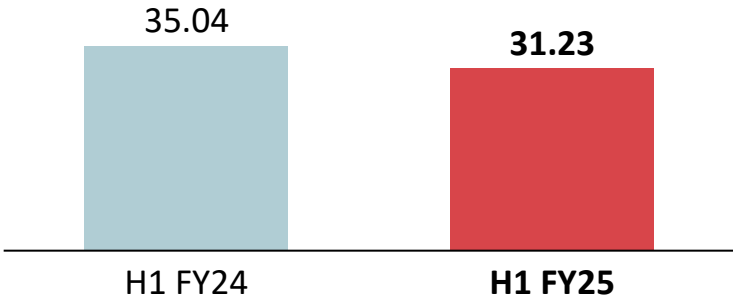
**Net Box Office Collections  
(Rs. Lakhs)**



**Net F & B Collections  
(Rs. Lakhs)**



**Admits (# Lakhs)**



**ATP\***

**Rs. 218; -2% YoY**

**SPH\***

**Rs. 89; +7% YoY**

**ATP + SPH\***

**Rs. 307; +1% YoY**

\*On Gross Basis



# Q2 FY25 Profit & Loss Summary



## Q2 FY25

## Q2 FY24

Particulars (Rs. Lakhs)	Reported	Ind AS 116 Impact	Pre Ind AS 116	Reported	Ind AS 116 Impact	Pre Ind AS 116
<b>Total Revenue</b>	<b>5,614</b>	<b>-22</b>	<b>5,591</b>	<b>6,482</b>	<b>-</b>	<b>6,482</b>
Rental Cost	197	420	617	364	396	760
Other Operating Expenses	4,049	-	4,049	4,064	-	4,064
<b>EBITDA</b>	<b>1,368</b>	<b>-443</b>	<b>925</b>	<b>2,055</b>	<b>-396</b>	<b>1,658</b>
Depreciation	551	-301	250	489	-277	212
<b>EBIT</b>	<b>818</b>	<b>-142</b>	<b>676</b>	<b>1,565</b>	<b>-673</b>	<b>1,446</b>
Finance cost	728	-350	378	717	-326	391
<b>PBT</b>	<b>90</b>	<b>208</b>	<b>298</b>	<b>849</b>	<b>207</b>	<b>1,056</b>
<b>Cash PBT*</b>	<b>641</b>	<b>-93</b>	<b>548</b>	<b>1,338</b>	<b>-70</b>	<b>1,268</b>

\*PBT + Depreciation

# H1 FY25 Profit & Loss Summary



## H1 FY25

## H1 FY24

Particulars (Rs. Lakhs)	Reported	Ind AS 116 Impact	Pre Ind AS 116	Reported	Ind AS 116 Impact	Pre Ind AS 116
<b>Total Revenue</b>	<b>9,306</b>	<b>-47</b>	<b>9,259</b>	<b>10,350</b>	<b>-11</b>	<b>10,339</b>
Rental Cost	383	841	1,224	599	725	1,324
Other Operating Expenses	7,192	-3	7,189	6,914	-3	6,911
<b>EBITDA</b>	<b>1,731</b>	<b>-886</b>	<b>845</b>	<b>2,837</b>	<b>-733</b>	<b>2,104</b>
Depreciation	1,094	-609	485	968	-553	415
<b>EBIT</b>	<b>638</b>	<b>-277</b>	<b>361</b>	<b>1,869</b>	<b>-180</b>	<b>1,689</b>
Finance cost	1,444	-705	739	1,434	-652	782
<b>PBT</b>	<b>-807</b>	<b>428</b>	<b>-379</b>	<b>435</b>	<b>472</b>	<b>907</b>
<b>Cash PBT*</b>	<b>287</b>	<b>-181</b>	<b>106</b>	<b>1,403</b>	<b>-81</b>	<b>1,322</b>

\*PBT + Depreciation



# Top Movie Gross BOX OFFICE Collection for Q2 FY25



STREE 2  
Rs. **17.80** Crs.



KALKI 2898 AD  
Rs. **5.65** Crs.



DEADPOOL WOLVERINE  
Rs. **2.68** Crs.



BAD NEWZ  
Rs. **1.66** Crs.



THE GREATEST OF ALL  
TIME  
Rs. **1.46** Crs.



# Top Movie Gross BOX OFFICE Collection for H1 FY25



STREE 2  
Rs. **17.80** Crs.



KALKI 2898 AD  
Rs. **9.20** Crs.



MUNJYA  
Rs. **4.26** Crs.



DEADPOOL WOLVERINE  
Rs. **2.68** Crs.

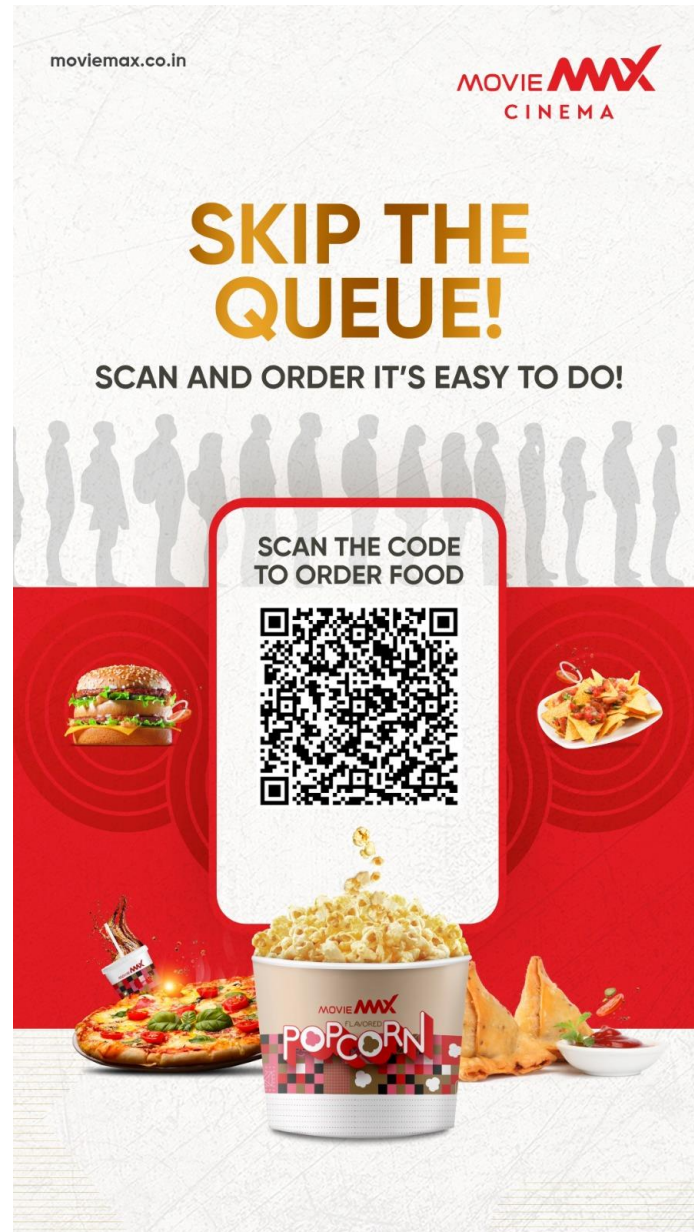


BAD NEWZ  
Rs. **1.66** Crs.



# INTRODUCTION OF FOOD ORDERING THROUGH QR CODE

Started the concept  
in October 2024 and  
generated revenue  
of Rs. 5.00 Lacs +  
and growing rapidly



Launched various food brands with their own defined product line, menu and positioning and shall be listed on home delivery platforms to maximise sales

# MOVIE **MAX** HOUSE OF FOOD





# Marketing Initiatives taken by MovieMax

**MOVIE MAX**  
INFINITE ENTERTAINMENT

CELEBRATING MOVIE MAGIC  
AT A MAGICAL PRICE

**NATIONAL CINEMA DAY**  
20<sup>TH</sup> SEPTEMBER, 2024

ANY MOVIE, ANY SHOW AT  
**₹99/-\***

\*EXCLUDING 3D, RECLINERS AND PREMIUM FORMATS. OFFER APPLICABLE IN SELECT CITIES. T&C APPLY.

**MOVIE MAX**  
CINEMA

**AVAIL 25%\*  
OFF ON F&B**

BOOK NOW ON  
[www.moviemax.co.in](http://www.moviemax.co.in)

\*T&C APPLY

\*OFFER VAILD ON MOVIE MAX WEBSITE ONLY

\*SUBSCRIBE NOW TO AVAIL THE OFFER



# Superstars at MovieMax Events



# Content Lineup for Q3FY25



## BHOO BHULAIYAA 3

### CAST

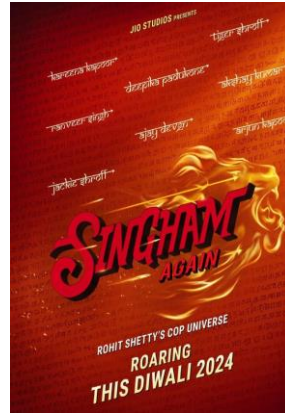
KARTIK ARYAN, VIDYA BALAN

### DIRECTOR

ANEEZ BAZME

### HINDI

01<sup>st</sup> Nov 24



## SINGHAM AGAIN

### CAST

AJAY DEVGAN, DEEPIKA PADUKONE, AJAY DEVGAN

### DIRECTOR

ROHIT SHETTY

### HINDI

01<sup>st</sup> Nov 24



## DHARMARAKSHAK SAMBHAJI MAHARAJ

### CAST

AMRUTHA KHANVILAKR, KISHORI SAHANE, THAKUR ANOOP SINGH

### DIRECTOR

TUSHAR SHELAR

### MARATHI

22<sup>nd</sup> Nov 24



## PUSHPA 2 : THE RULE

### CAST

ALLU ARJUN, RASHMIKA MANDANNA

### DIRECTOR

SUKUMAR

### TELUGU, TAMIL, HINDI

06<sup>th</sup> Dec 24



## MUFASA: THE LION KING

### CAST

SETH ROGEN, BILLY EICHNER

### DIRECTOR

BARRY JENKINS

### ENGLISH, HINDI

20<sup>th</sup> Dec 24



## BABY JOHN ( VD 18)

### CAST

VARUN DHAWAN, KEERTHY SURESH

### DIRECTOR

KALEES

### HINDI

25<sup>th</sup> Dec 24



# Content Lineup for Q4FY25



## GAME CHANGER

### CAST

RAM CHARAN TEJ, KIARA ADVANI

### DIRECTOR

SHANKAR

HINDI, TELUGU

10<sup>th</sup> Jan 24



## SKY FORCE

### CAST

AKSHAY KUMAR, VEER PAHARIYA

### DIRECTOR

SANDEEP KEWLANI

HINDI

26<sup>th</sup> Jan 24



## DEVA

### CAST

SHAHID KAPOOR, POOJA HEGDE

### DIRECTOR

ROSSHAN ANDRREWS

HINDI

14<sup>th</sup> Feb 25



## CAPTAIN AMERICA: BRAVE NEW WORLD

### CAST

HARRISON FORD, TIM BLAKE NELSON

### DIRECTOR

JULIUS ONAH

ENGLISH, HINDI

14<sup>th</sup> Feb 25



## RAID 2

### CAST

AJAY DEVGAN, RITESH DESHMUKH, VAANI KAPOOR

### DIRECTOR

RAMKUMAR GUPTA

HINDI

21<sup>st</sup> Feb 25



## VD 12

### CAST

VIJAY DEVERAKONDA, RUKMINI VASANTH,

### DIRECTOR

GOWTAM TINNANURI

HINDI

28<sup>th</sup> Mar 25



# Hotel Business - Hyatt Centric, Goa

**CINELINE**  
CINELINE INDIA LIMITED

*Hyatt Centric*  
Candolim, Goa





# Hotel Business - Hyatt Centric, Goa

Lobby Area



Spa, Swimming Pool, Gym



Jade Banquet



Spacious Drawing Rooms



Luxury Rooms



GROK - Restaurant





# Hotel Business – Hyatt Centric, Goa

## Hyatt Centric, Candolim Goa : A lifestyle hotel in the center of Goa

### 5 Star Premium Leisure Hotel



**168** keys



**4** F&B outlets - ~230 covers



**6,095** sq. feet. across 3 event venues



Recreational facilities viz. spa, gym, swimming pool

**2.2 acres** freehold land

**G+4** Structure

### GRAND | HYATT

Goa

Mope International Airport

30 km

Anjuna

10 km

Baga / Calangute

4 km

Candolim

2 km

Aguada Fort

6 km

Dabolim Airport

39 km

Deltin Casinos

13 km

Construction of the **Goa – Mumbai Expressway** (6 hrs. journey) will help increase passenger traffic in Goa going forward

# Q2 & H1 FY25 Financial Performance Metrics - GOA Hotel

Particulars (Rs. Lakhs)	Q2 FY25	Q2 FY24	Change %	H1 FY25	H1 FY24	Change %
Occupancy Rate	85%	80%		87%	83%	
Average Room Tariff	6,946	7,389	6%	7,126	7,818	-9%
<b>Total Revenue</b>	<b>1,223</b>	<b>1,180</b>	<b>4%</b>	<b>2,606</b>	<b>2,511</b>	<b>4%</b>
Room Revenue	912	911	0%	1,902	1,986	-4%
F&B and Miscellaneous Revenue	267	236	13%	585	474	23%
<b>EBITDA</b>	<b>324</b>	<b>347</b>	<b>-7%</b>	<b>712</b>	<b>755</b>	<b>-6%</b>
<b>EBITDA Margin</b>	<b>26.5%</b>	<b>29.4%</b>		<b>27.3%</b>	<b>30.1%</b>	

# Management Team



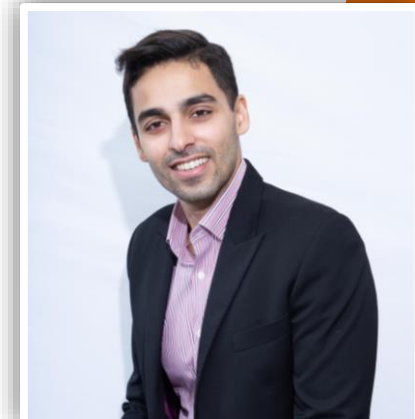
**Mr. Rasesh B. Kanakia**  
Chairman

- Started real estate development in 1986
- Instrumental in making Kanakia Group a reputed name in India
- Under his futuristic vision the Group has ventured into the entertainment, education & hospitality sector



**Mr. Himanshu B. Kanakia**  
Managing Director

- Integral part of the Kanakia Group
- Contributed largely to the success of Kanakia Spaces and Cinemax business
- Keen focus on engineering and innovative skills in project development and film exhibition business



**Mr. Ashish R. Kanakia**  
Chief Executive Officer

- Completed his Bachelor's degree in Business Administration and joined the family business with an intention to grow
- For ~3 years, he has been working closely with cinema core teams
- He is constantly looking at adding substantial value to customers through innovation in product and services
- He strives to differentiate the offerings from competition and providing an edge to the organization



MOVIE MAX 11

**Company: Cinline India Limited**  
CIN: L92142MH2002PLC135964

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**Mr. Vipul Parekh - CFO**  
[vipul.parekh@cinline.co.in](mailto:vipul.parekh@cinline.co.in)  
Tel: 91-22-67267777

**Investor Relations: Strategic Growth Advisors (SGA)**  
CIN: U74140MH2010PTC204285

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**Mr. Deven Dhruva**  
[deven.dhruva@sgapl.net](mailto:deven.dhruva@sgapl.net)  
Tel: +91 98333 73300

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THANK YOU