

MUKTA ARTS LIMITED

an entertainment company

Regd. Office : Mukta House, Behind Whistling Woods Institute, Filmcity Complex,
Goregaon (East), Mumbai - 400 065. TEL : 91-22-3364 9400



11th September, 2019

BSE Limited Phiroze Jeejeebhoy Towers, 1st Floor, Dalal Street, Mumbai - 400 001	National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051
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Kind Attn: **Corporate Relations Department**

Dear Sirs,

MUKTA ARTS LIMITED- INVESTOR PRESENTATION AUGUST 2019.

In pursuance to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you as under:

Mukta Arts Limited had prepared an Investor Presentation to update its investors regarding the performance and material developments of the company and its subsidiaries. We wish to upload the same on the company website.

A presentation with respect to above is also enclosed herewith for your reference.

Thanking you,

Yours Faithfully,
For and on behalf of
Mukta Arts Limited



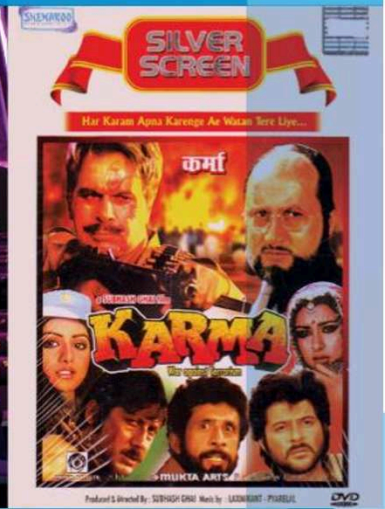
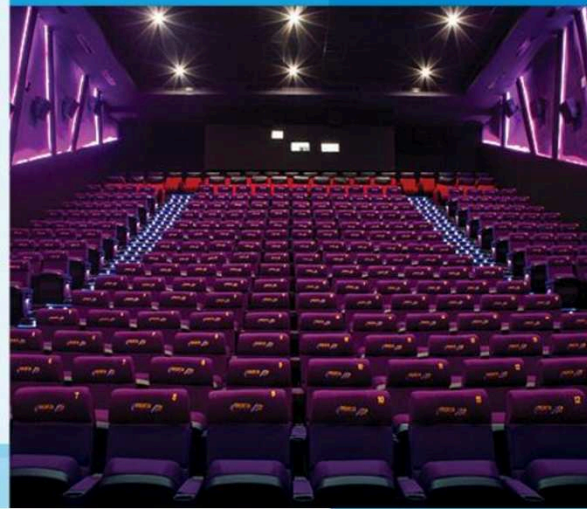
Monika Shah
Company Secretary



MUKTA ARTS LTD

INVESTOR PRESENTATION

AUG 2019



DISCLAIMER



MUKTA ARTS LTD

This presentation and the following discussion may contain “forward looking statements” by Mukta Arts Limited (“Mukta” or the Company) that are not historical in nature. These forward looking statements, which may include statements relating to future results of operations, financial condition, business prospects, plans and objectives, are based on the current beliefs, assumptions, expectations, estimates, and projections of the management of Mukta about the business, industry and markets in which Mukta operates.

These statements are not guarantees of future performance, and are subject to known and unknown risks, uncertainties, and other factors, some of which are beyond Mukta’s control and difficult to predict, that could cause actual results, performance or achievements to differ materially from those in the forward looking statements. Such statements are not, and should not be construed, as a representation as to future performance or achievements of Mukta.

In particular, such statements should not be regarded as a projection of future performance of Mukta. It should be noted that the actual performance or achievements of Mukta may vary significantly from such statements.

DISCUSSION SUMMARY



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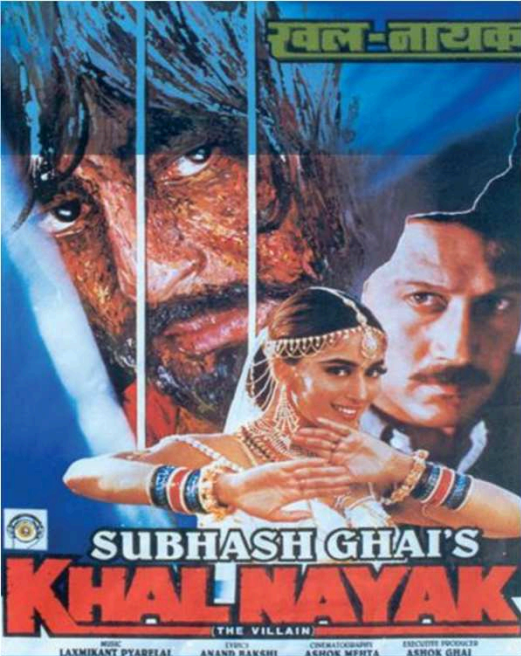
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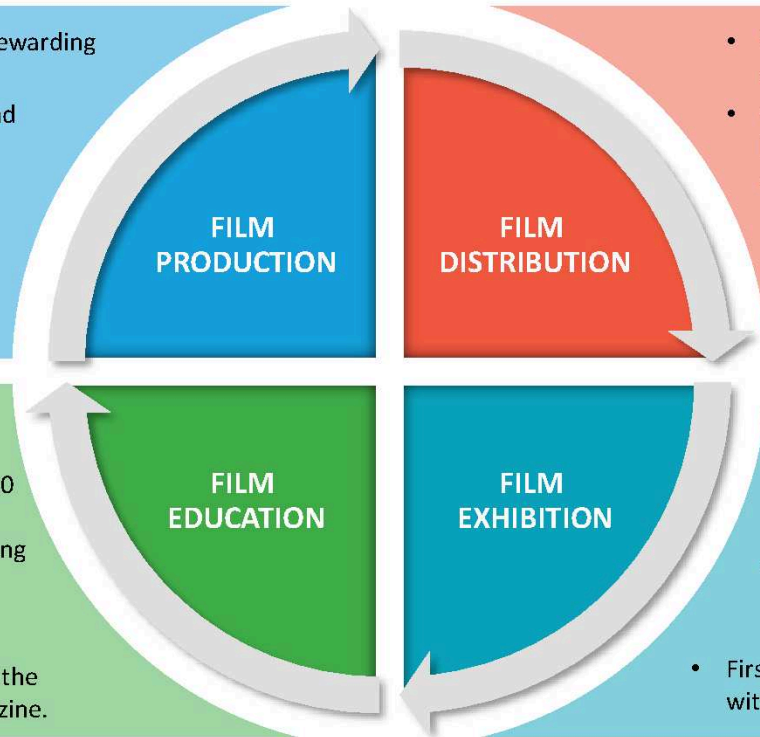


COMPANY OVERVIEW



COMPANY OVERVIEW

DIFFERENTIATED BUSINESS MODEL ACROSS ENTIRE FILM INDUSTRY VALUE CHAIN



- Leading production house in India with a rewarding legacy of more than 30 years
- Pioneered by multidimensional founder and creative head – Mr. Subhash Ghai
- Globally recognised high quality film library of more than 35 hit films
- Going forward, focus on low risk high value projects leveraging our prestigious film content IPR

- Well penetrated Distribution network presents opportunities for other business opportunities
- 4 offices across India with strong presence in North India (Punjab, Delhi)
- Works with leading production companies – 20th Century Fox, Disney-UTV, Warner Brothers etc.
- Offers Programming service to more than 600 screens across India

- One of Asia’s largest Film, Television, Animation and Media School
- Spread over 5.5 acres campus, operating 10 schools in India
- Significant growth from 80 students studying in 8 courses in 2006 to 1088 students in 2019, studying in 14 courses at present.
- Rated as one of the 10 best film schools in the world - by ‘The Hollywood Reporter’ magazine.

- Growing chain of multiplexes operated under “Mukta A2 Cinemas” brand
- “Value for Money” – high quality experience at an affordable value
- Currently operate 68 screens across properties in cities & states across India, including a 6-screen property in Bahrain
- First Indian company to venture into GCC region with a 6-screen multiplex in 2016



EXHIBITION BUSINESS



EXHIBITION BUSINESS

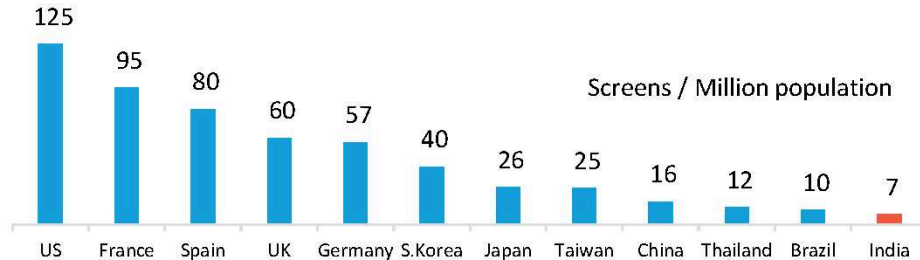
INDIAN FILM EXHIBITION – LONG TERM SUSTAINABLE GROWTH OPPORTUNITY



MUKTA ARTS LTD

INDIA IS LARGELY UNDERSCREENED WITH SIGNIFICANT POTENTIAL FOR NEW SCREEN ADDITIONS ACROSS TIER 2 AND TIER 3 CITIES

MOVIE SCREENS IN INDIA ARE STILL THE LOWEST



SIGNIFICANT SCOPE FOR MULTIPLEX PENETRATION IN TIER 2 & 3 CITIES

Tier	No. of Cities	Cities with Multiplex	% Penetration	No. of Multiplex	Multiplex/ City
T1	8	8	100%	261	32.6
T2	88	78	89%	303	3.9
T3	372	94	26%	136	1.4

AFFORDABLE MOVIE WATCHING EXPERIENCE TO DRIVE NEW SCREENS GROWTH BEYOND METROS

- Affordable multiplexes set to gain share from declining number of single screens in Tier 2 & Tier 3 cities across India
- Positive drivers behind organic expansion of multiplexes beyond metros & Tier 1 cities –
 - Majority of upcoming malls in Tier 2 & Tier 3 cities
 - Lower operating overheads including lower rentals
 - Improving state of regional film industry etc.

EXHIBITION BUSINESS

MUKTA A2 CINEMAS – UNIQUE VALUE PROPOSITION



MUKTA ARTS LTD



WE OFFER “VALUE FOR MONEY & HIGH QUALITY” MOVIE WATCHING EXPERIENCE IN INDIA

WE LEVERAGE OUR EXPERIENCE AND CAPABILITIES

More than 30 years of experience in the film industry

Presence across film industry value chain - spanning across production, distribution and programming functions

Deep understanding of films of various genres, varying audience tastes, film content preferences and spending propensities

Strong relationships with various regional distributors through its programming service

WE BRING MOVIE WATCHING EXPERIENCE FOR EVERY INDIAN

20 CITIES & 9 STATES ACROSS INDIA

1 SIX SCREEN MULTIPLEX IN BAHRAIN

30 PROPERTIES OVERALL

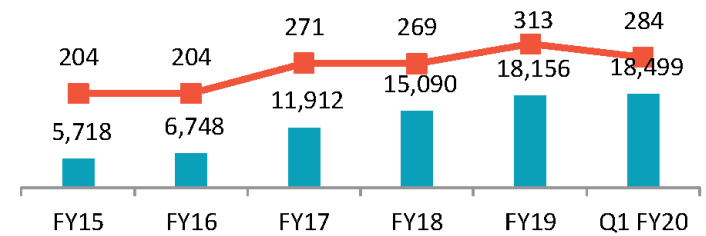
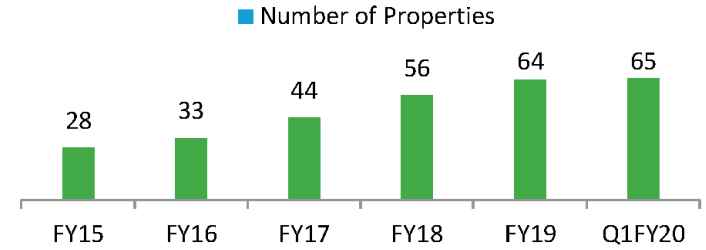
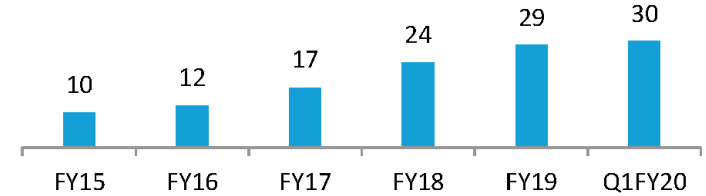
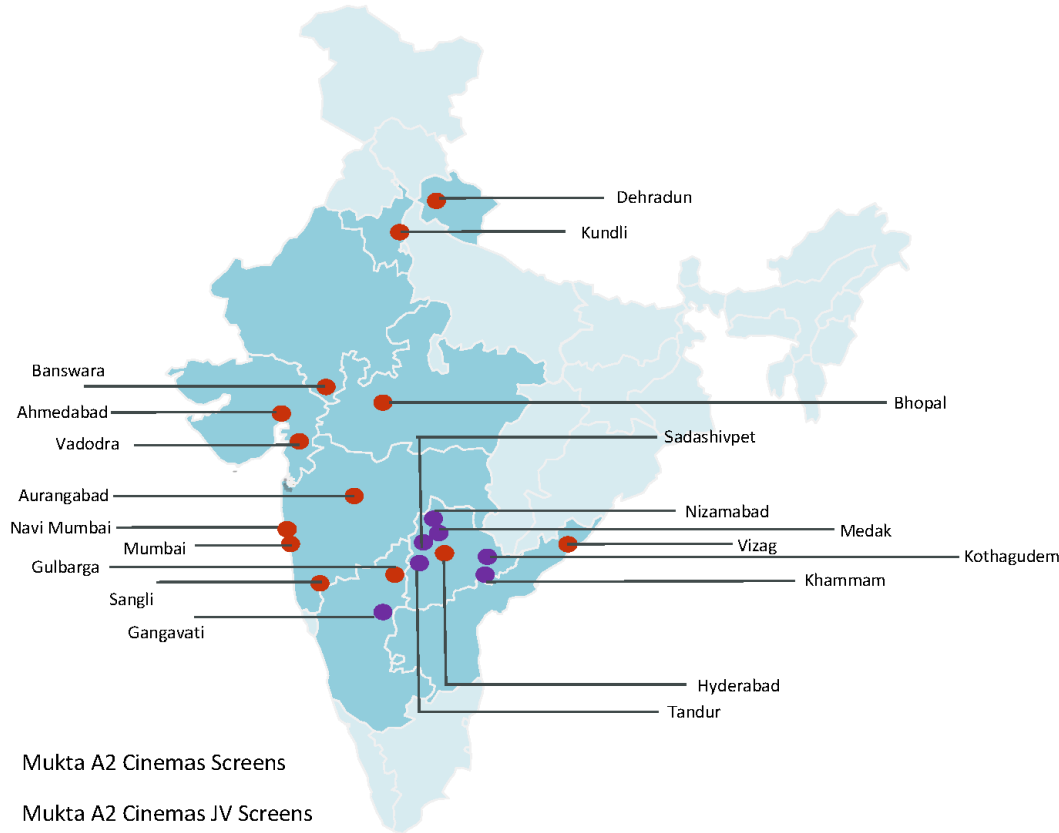
INCLUDING 65 SCREENS



MUKTA ARTS LTD

EXHIBITION BUSINESS

MUKTA A2 CINEMAS – OUR GROWING PRESENCE



NOTE: Includes 1 Property with 6 screens in Bahrain

EXHIBITION BUSINESS

MUKTA A2 CINEMAS – BUSINESS MODEL



MUKTA ARTS LTD

“LOW FIXED OPEX” AND “CAPEX LIGHT” – DIFFERENTIATED BUSINESS MODEL

CAPITALISING ON UNDER-PENETRATED MARKETS:

- Focus on providing affordable and high quality movie viewing experience
- Focus on organic growth in under-penetrated catchments as well as opportunistic conversion of single screen properties into smaller 2-3 screen multiplexes

CAPEX SHARING WITH THE MALL / PROPERTY OWNER:

- Mall / Property owner provides immovable fit-outs – interiors & civil work, HVAC, electricals
- Mukta provides seats, projector (leased from UFO) and sound system

EFFICIENT ALIGNMENT OF REVENUES AND COSTS:

- Fixed costs are around 32% - 35% of total revenues as compared to 50% - 52% in case of major multiplexes
- Variable Rentals at all properties either on revenue sharing or profit sharing basis

CAPEX MODELS

Model 1: Signing of new property

Capex Per Screen
Rs 15 mn

Mukta's Share
Rs 7 - 8 mn

Model 2: Takeover of existing property

Capex Per Screen
Rs 2 - 4 mn

EXHIBITION BUSINESS

MUKTA A2 CINEMAS – OUR PROPERTIES



MUKTA ARTS LTD



EXHIBITION BUSINESS

MUKTA A2 CINEMAS – Q1 FY20 RESULT HIGHLIGHTS



MUKTA ARTS LTD

In Rs. Mn

Q1 FY20 YoY ANALYSIS

