



15th November, 2022

To, BSE Limited, Department of Corporate Services, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400001 Scrip Code: 532807	To, The National Stock Exchange of India Listing Department, Exchange Plaza, C- 1, Block G, Bandra Kurla Complex, Bandra (East), Mumbai– 400051 Scrip Code: CINELINE
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Subject: Investor Presentation

Dear Sir / Madam,

Please find enclosed a copy of the Investor Presentation dated 14th November, 2022.

The contents of the Investor Presentation give full details.

Kindly take the above information on your records and oblige.

Thanking you,

Yours faithfully

For, **Cineline India Limited**

**Rashmi
Jatin Shah**

Digitally signed by Rashmi Jatin Shah
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Rashmi Shah

Company Secretary & Compliance Officer

Cineline India Limited

Kanakia Future City, CTS No. 101, Behind Dr. L.H. Hiranandani Hospital, Tirandaz, Powai, Mumbai- 400076 (India)
Tel: 91-22-3502 3666/ 3502 3777, email: investor@cineline.co.in, Corporate Identity Number (CIN): L92142MH2002PLC135964,
www.moviemax.co.in

BOX OFFICE

MOVIE **MX**

INVESTOR PRESENTATION

November 2022

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AWARD & RECOGNITION

MOVIE **MX**

IMAX BIG CINE EXPO AWARD 2022

EMERGING
CINEMA CHAIN
OF THE YEAR
2022

Film Events & Media Coverage



RANBIR, ALIA, AYAN VISIT MOVIE MAX, SION... [#RanbirKapoor](#), [#AliaBhatt](#) and [#AyanMukerji](#) interacted with students at a special screening of [#Brahmāstra](#) at the fastest-emerging cinema chain [#MovieMax](#) theatre in [#Sion](#)... They were spotted with [#AshishKanakia](#), CEO, [#MovieMaxCinemas](#).



Excited kids at a screening of Brahmastra this morning at MovieMax theatre, Sion, with director Ayan Mukerji, actors Ranbir Kapoor & Alia Bhatt and Ashish Kanakia, CEO, MovieMax Cinemas, was a sight to behold. MovieMax is one of the fastest emerging cinema chains in India.



Movie Associations



Current Portfolio of Cinemas

Cinemas

30

Screens

118

Seats

26,000+

Cities

20

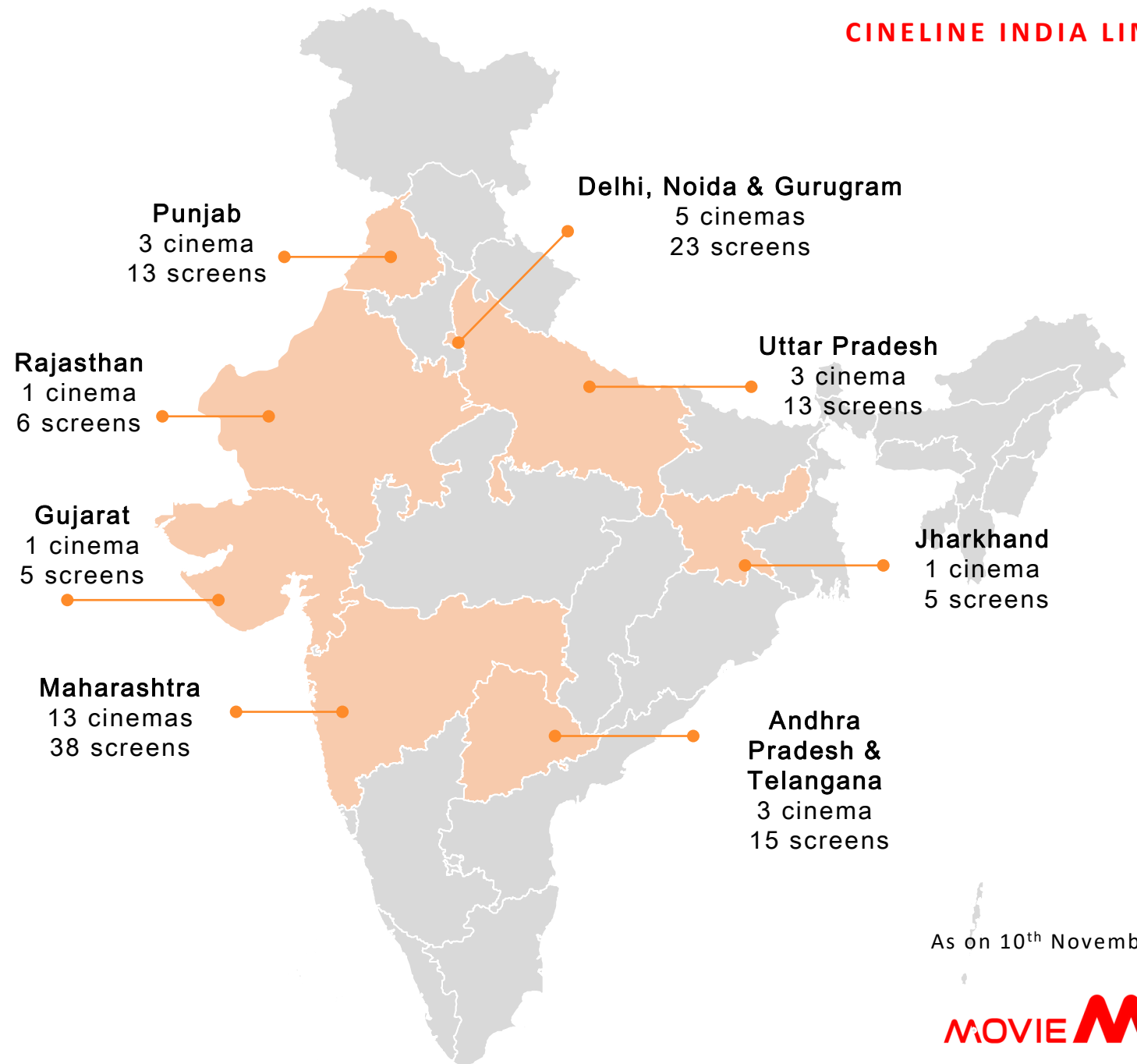
...with many more in pipeline

CINELINE INDIA LIMITED



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CURRENT PORTFOLIO OF CINEMAS



As on 10th November 2022



Operational & Tied up Screen Breakup



Operational Screens

State	Properties	Screens
Maharashtra	11	32
Uttar Pradesh	1	4
Punjab	1	4
TOTAL	13	40

Screens under Fit Outs

State	Properties	Screens
Gujarat	1	5
Rajasthan	1	6
Delhi, Noida & Gurugram	2	11
Uttar Pradesh	2	9
AP / Telangana	1	7
Maharashtra	1	2
TOTAL	8	40

Tied Up Screens

State	Properties	Screens
Maharashtra	1	4
Delhi, Noida & Gurugram	3	12
AP / Telangana	2	8
Jharkhand	1	5
Punjab	2	9
TOTAL	9	38

BUSINESS HIGHLIGHTS

We will be the fastest growing cinema chain in India to operate 50 screens since commencement

- **Operational Plug-in play screens:** Till date, we have acquired 17 operational screens. The developers have provided us with full fit outs. **This has helped us to save capex cost.**
- Our flagship property in Hyderabad to be opened in this quarter.
- Plan to open more screens across the country during H2 FY23.
- We are the Official Cinema Partner of Mumbai FC.



Fastest 50: Completing 50 screens in coming months*

CELEBRATING

THE FASTEST

50

SCREENS AND YOUR LOVE FOR CINEMA.

MOVIE MAX
CINEMA

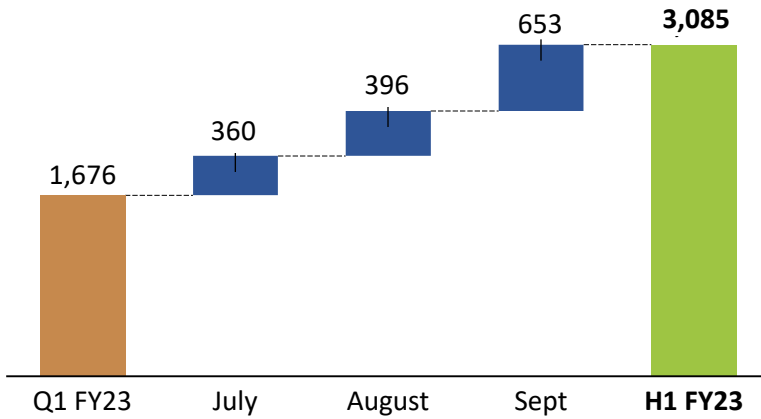
Book your tickets now from
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*As per internal assessment

Key Operating & Financial Highlights for Cinema Business

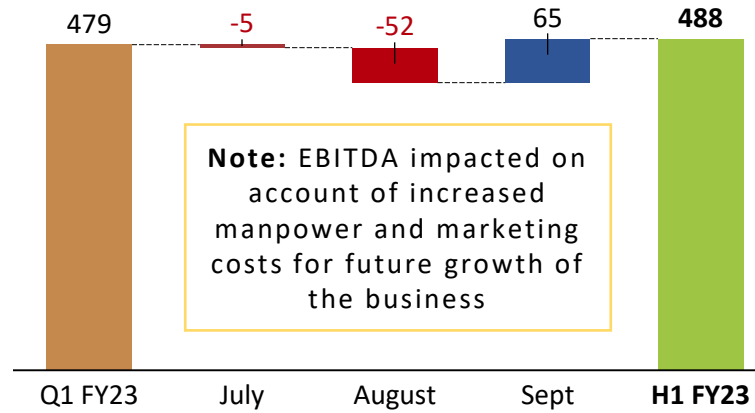


Revenues (Rs. Lakhs)



Rs. 3,085 Lakhs

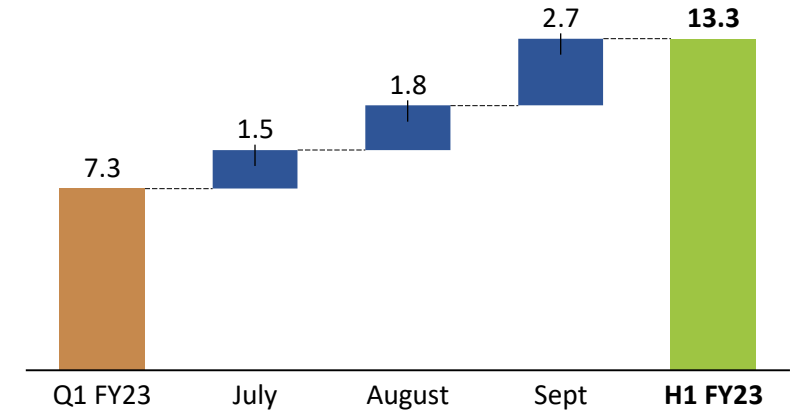
EBITDA (Rs. Lakhs)*



Note: EBITDA impacted on account of increased manpower and marketing costs for future growth of the business

Rs. 488 Lakhs
EBITDA Margins 15.9%

Admits (Rs. Lakhs)



13.3 Lakh Admits

Note:

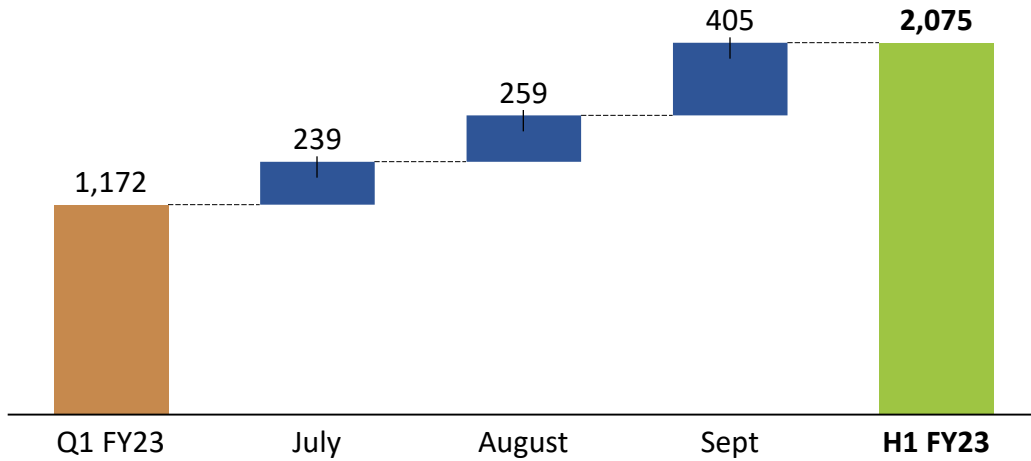
Company commenced operations in all 23 screens within 15 days of takeover of screens and we are renovating one screen at a time.

During the quarter gone by, Bollywood films underperformed due to lack of creative content and negative publicity in media for Bollywood stars. This resulted in lower footfalls and therefore profitability in Q2 FY23.

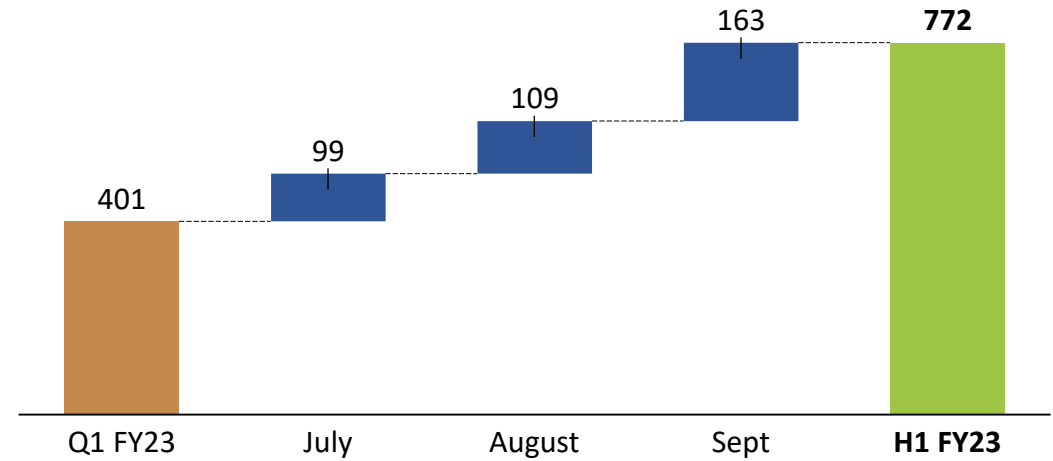
*Revenue and EBITDA on monthly basis are not audited

Box Office and F&B Performance

Net Box Office Collections (Rs. Lakhs)



Net F & B Collections (Rs. Lakhs)



On the F&B front, the Company has added numerous innovative items to the menu for the festive season

ATP*

Rs. 179

SPH*

Rs. 61

ATP + SPH*

Rs. 240

* On Gross Basis for H1 FY23



Commenting on the results, Mr. Rasesh Kanakia, Chairman, said

“During the quarter gone by, Bollywood films underperformed due to lack of creative content and negative publicity in media for Bollywood stars. This resulted in lower footfalls and therefore profitability in Q2 FY23.

EBITDA Margins for Cinema Business stood at 15.9% for H1 FY23. EBITDA impacted on account of increased manpower and marketing costs for future growth of the business.

On the F&B front, the Company has added numerous innovative items to the menu for the festive season. We expect Q3 FY23 to be a great quarter for us with blockbuster releases coming nearly every week.

We are seeing huge opportunities in the film exhibition space, and we will aggressively grow our business. We are focusing on Tier II & III cities because of lack of entertainment avenues especially multiplexes. We want to increase our penetration and acquire more screens, PAN India. We will look to convert single screens into multiplexes.

We intend to make MovieMax the most loved cinema brand in the country by bringing unique innovations and features, ensuring that our patrons have a memorable experience every time.”

Our Roll-out Plans for MovieMAX

Vision is to provide great consumer experience for all and create a strong consumer-oriented brand

Roll-out Plan till March 2025

Cinemas

70+

Tied Up Screens

300+

Seats

70,000+

Cities

35+ PAN India
Incl. Tier II & Tier III

Capex Per Screen

Rs. 2.2 – 2.5
crores

Avg. Seats Per Screen

220 - 250

Avg. Occupancy Rate

30% - 35%

Avg. ATP + SPH

Rs. 275 - 300

* Estimated Figures

OUR CINEMAS – Entrance



UPCOMING CINEMAS

Rajasthan / Uttar Pradesh /Telangana/
Gujrat and many more...

OUR CINEMAS – Café View

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OUR CINEMAS – Lobby View

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Our Management Team



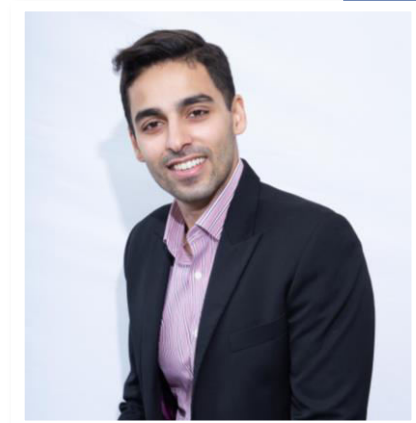
Mr. Rasesh B. Kanakia
Chairman

- 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 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

Monetization of various Non-Core Assets to generate ~Rs. 350 – Rs. 450 crores



Hyatt Centric, Candolim Goa

A lifestyle hotel in the center of Goa



Monetized for Rs. 60 crores

Eternity Mall, Nagpur

Centrally located and surrounded by the Sitabuldi Retail Market



Monetized for Rs. 21 crores

Commercial Spaces in Mumbai

2 offices in Kanakia Boomerang

The Company is looking to hive off our Non-Core Business: to become an asset-light Company

The Company plans to monetize the Hotel Asset in Goa, Eternity Mall in Nagpur and Commercial Properties in Kanakia Boomerang owned by the wholly-owned subsidiary of the Company for growth of cinema exhibition business and reduce debt

Expect ~Rs. 350 to Rs. 450 crores through monetization of these assets

MONETIZED

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

Anjuna

10 km

Baga / Calangute

4 km

Candolim

2 km

Aguada Fort

6 km

Dabolim Airport

39 km

Mope International
Airport

30 km

Deltin Casinos

13 km

Operations to reach Pre-CoVID levels

Occupancy Levels*

78%

Revenues*

Rs. 53.4 crores

ARR*

Rs. 6,825

EBITDA*

Rs. 24.2 crores

* Expected for FY24

The company has appointed various consultants for monetization of Hotel Asset owned by the wholly-owned subsidiary of the Company for growth of cinema exhibition business and reduce debt

Company: Cinline India Limited

CIN: L92142MH2002PLC135964

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THANK YOU