



15th February, 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

Subject: Investor Presentation

Dear Sir / Madam,

Please find enclosed a copy of the Investor Presentation dated 15th February, 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 Shah
Company Secretary



CINELINE

CINELINE INDIA LIMITED

MOVIE MAX

Investor Presentation

February 2022

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The image shows the exterior of a building at night. The 'MOVIE MX' logo is prominently displayed in large, illuminated, 3D letters above an arched entrance. The building's facade features vertical wooden slats and modern architectural lines with recessed lighting.

MOVIE MX

Cineline India Limited to become a Cinema Centric Company

- **Aim to be one of the leading film exhibition players in India**
 - **Create a unique, strong consumer-oriented brand**
- **Win developers' confidence to become a preferred operator in India**
- **Hive off Non-Core Businesses: To monetize assets of ~Rs. 350 to Rs. 450 crores**

MOVIE **MAX**

Cinemas

20

Screens

75

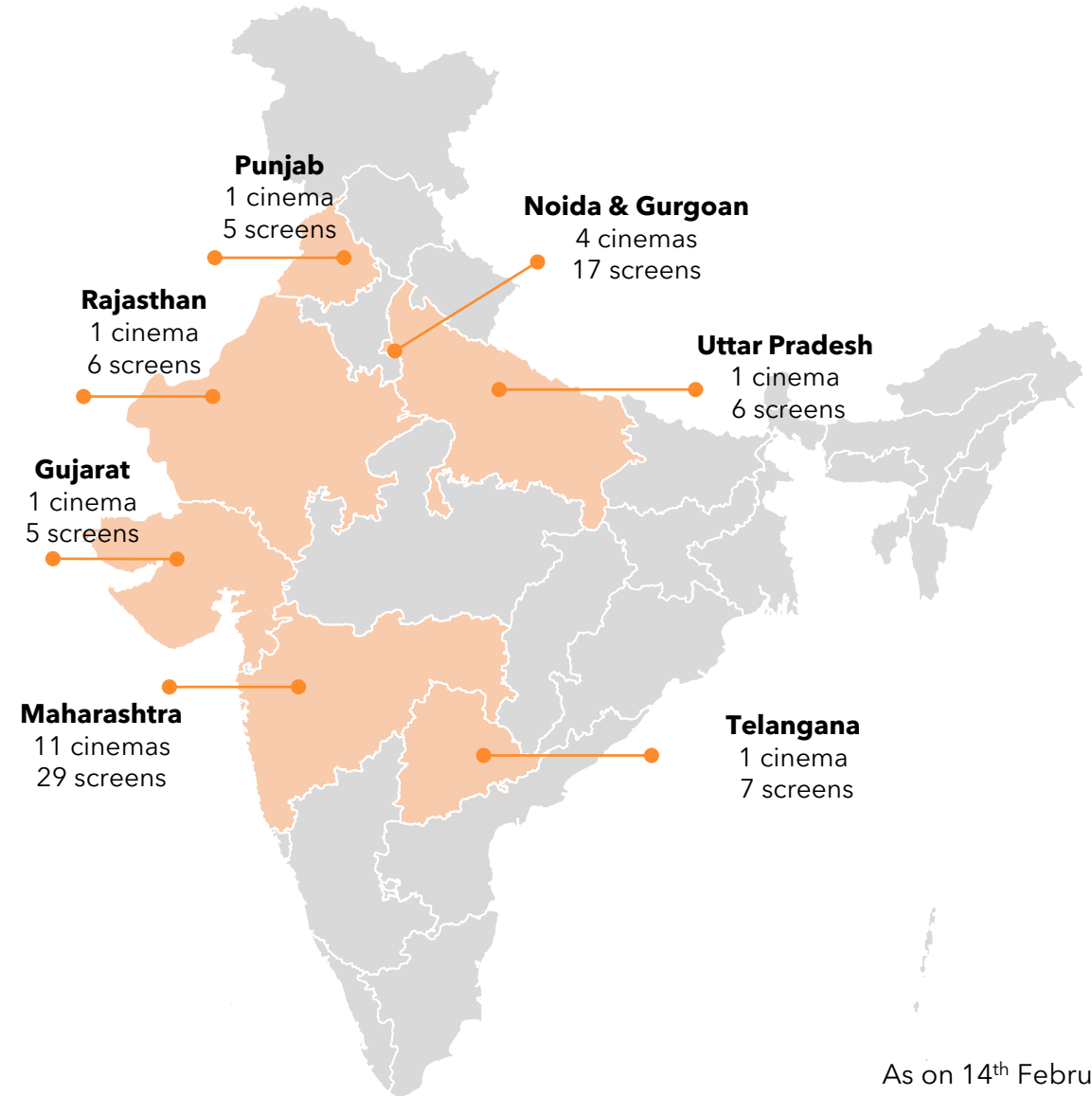
Cities

14

Seats

16,500+

...with many more in pipeline

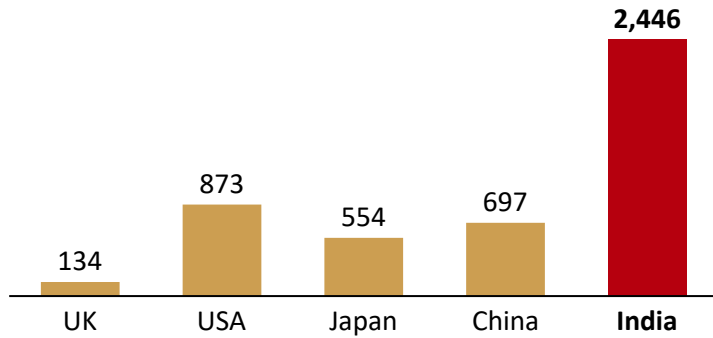


As on 14th February 2022

Great Opportunity for Growth for Cinema Business in India

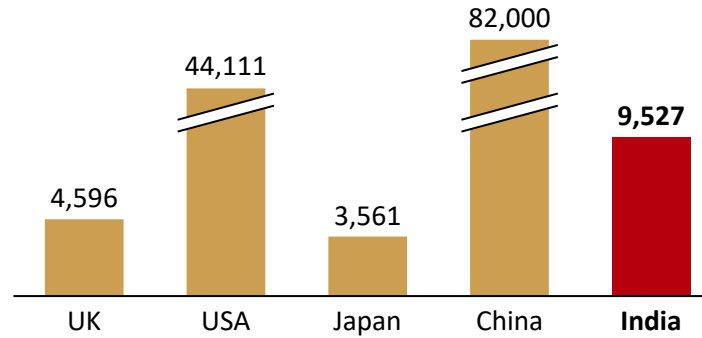
Film Release

Bases No. of film released in a Year



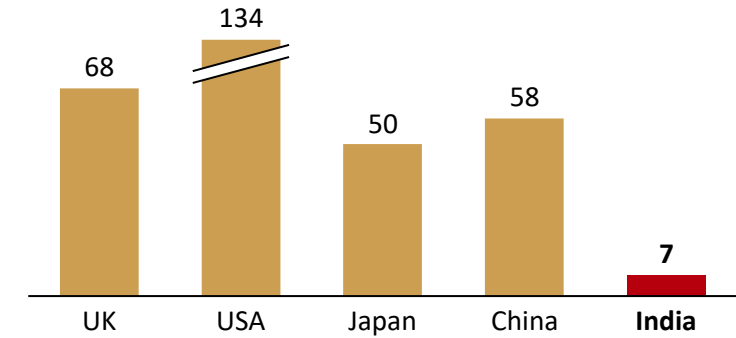
Screen Count

Lack of Screen Count in India



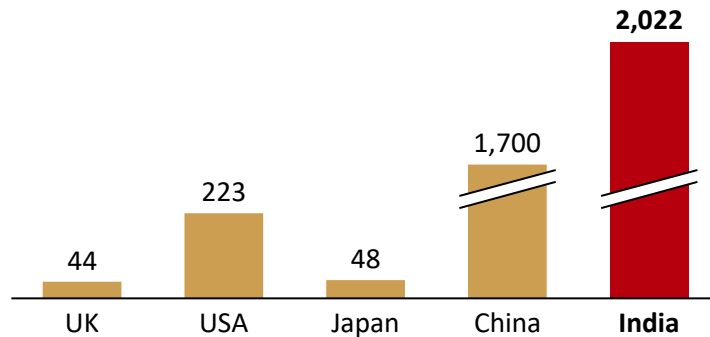
Screen Density

Lowest Screen Density (per million population)



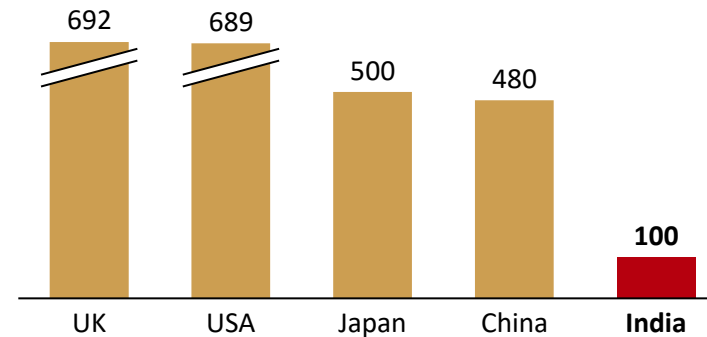
Admissions

In Mn.



Average Ticket Price

Lowest ticket pricing in India



Source: Internal Research

Great Opportunity for Cineline India to re-enter cinema business

Impact of the Pandemic on the Film Exhibition Business

Cinemas were shut down for over 7 months in the 1st wave and for over 5 months during the 2nd wave

Organized and unorganized players experienced significant financial distress leading to consolidation and exits of existing players

Significant number of ready for fit-out and operational screens available across India

leading to...

Huge opportunity for an organized PAN India player who can provide a quality experience to consumers with the capability to win developers confidence



Scope for operator to negotiate lower rentals with revenue shares and part investments from developers

Cineline with a strong history of operating the Film exhibition business has decided to re-enter and create a strong consumer-oriented brand

Positive Signs of Recovery

Revenues restoring to ~90% of the pre - COVID levels compared to Q4FY20



Sharp rise in ATP & SPH



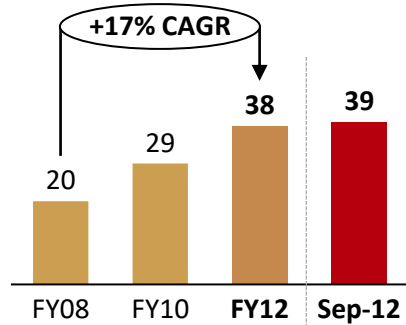
Healthy pipeline of movies



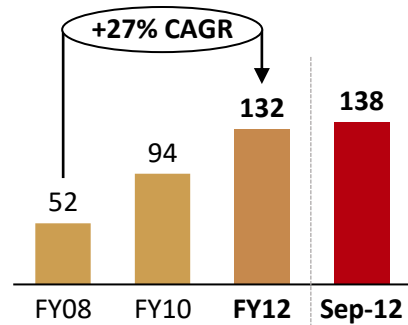
Regional content gaining traction

History of Cinema Business - CINEMAX

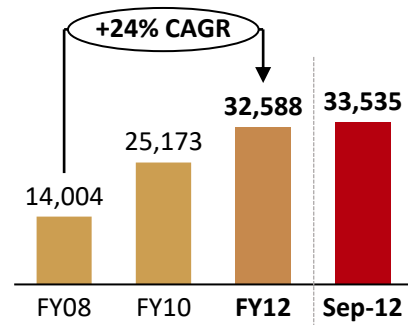
No. of Cinemas



No. of Screens

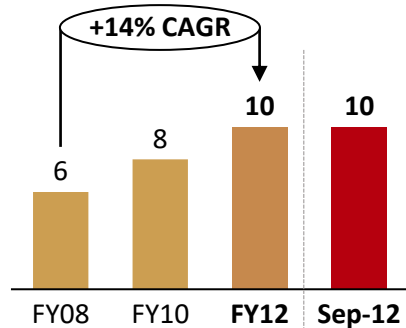


No. of Seats

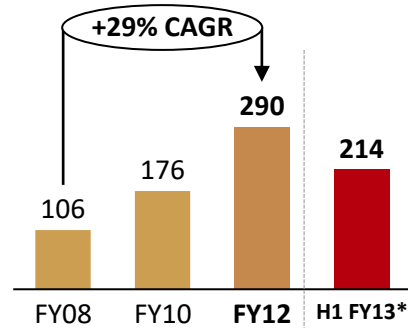


In 2012, CINEMAX was one of the leading Film Exhibitions Player in India

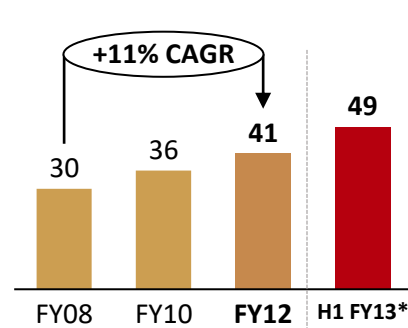
No. of Cities Present



Revenue (Rs. Crs.)



EBITDA (Rs. Crs.)



One of the first to incorporate recliners in Cinemas

*Half Year financials of FY13 presented since the movie exhibition business was sold subsequently

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

Roll-out Plan till March 2025

Cinemas
100+

Screens
300+

Seats
70,000+

Cities
35+ PAN India
(including Tier II & 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. 250 - 280

* Estimated Figures



Our Cinemas



Our Entry

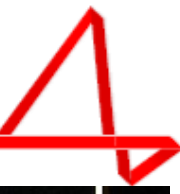


Lobby View





Our Cinemas



Our Café Lounge



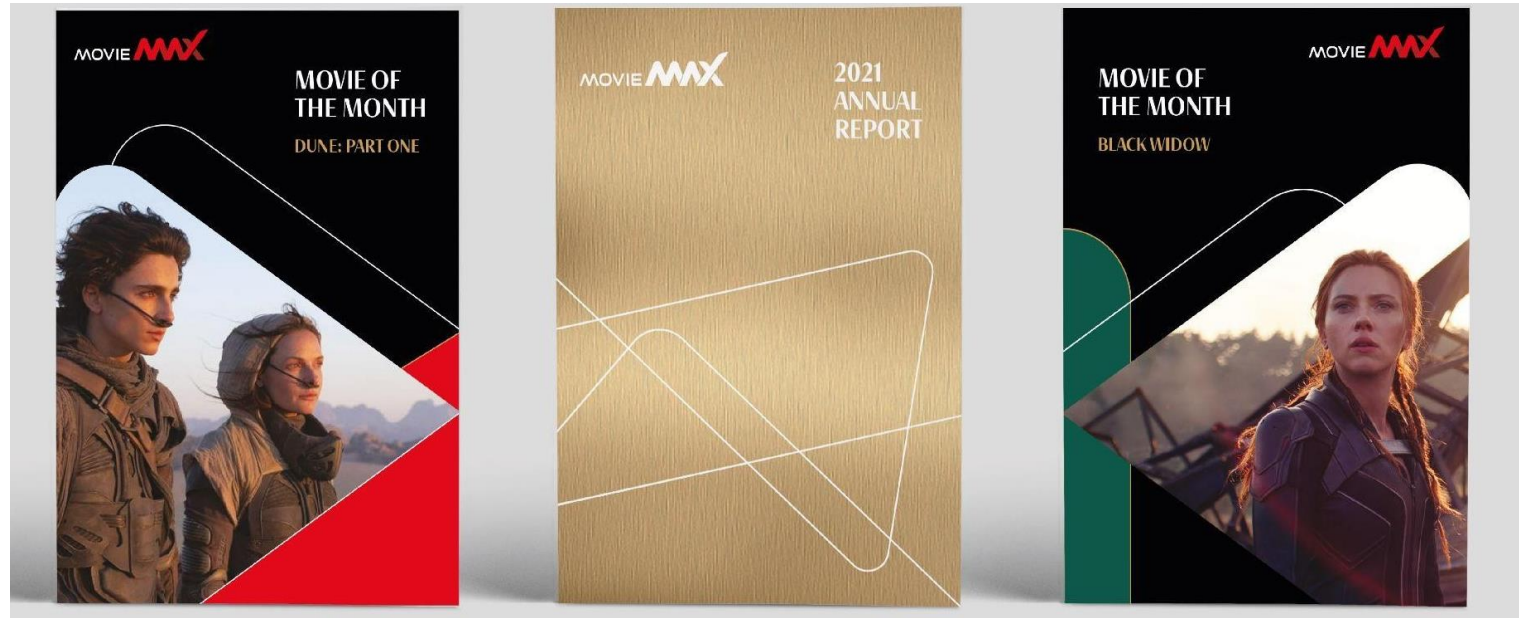
Our Auditorium



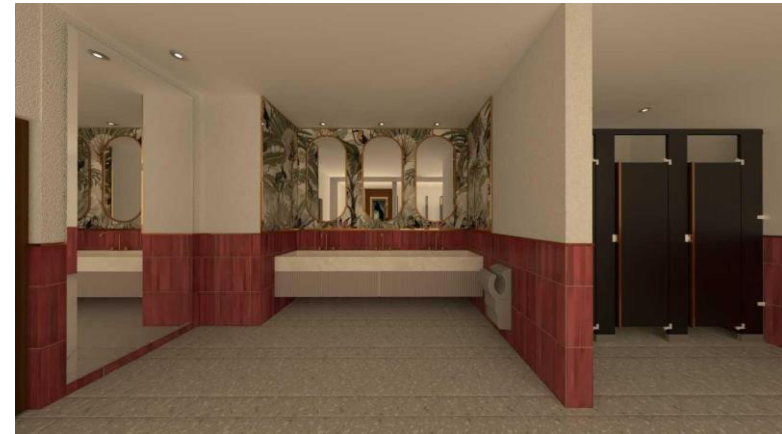
Our Cinemas



Movie Posters



Washrooms



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

- Ashish 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

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



Eternity Mall, Nagpur

Centrally located and surrounded by the Sitabuldi Retail Market



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



Commercial Spaces in Mumbai

2 offices in Kanakia Boomerang



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

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

5 Star Premium Leisure Hotel



167 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

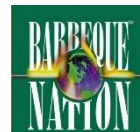
The company plans to appoint various consultants for monetization of Hotel Asset owned by the wholly-owned subsidiary of the Company for growth of cinema exhibition business and reduce debt

The first mall in Nagpur city, centrally located and surrounded by the Sitabuldi Retail Market

Particulars	Description
Configuration	G+4 floors
Land area	3,600 sq. metres
Land use/ Zoning	Commercial
Permissible FSI	5,109 sq. metres
Built-up Area	110,000 sq. feet
Net leasable area	84,460 sq. feet (saleable area)
Occupancy	95%
Total brands	32 incl. Cinemax, Big Bazaar, Globus
Monthly footfall	500,000

Additional revenue streams from Parking and Advertisements

Key Tenants



Company plans to monetize the Eternity Mall in Nagpur owned by the wholly-owned subsidiary of the Company

Monetization of Commercial Spaces in Mumbai

2 office spaces of 5,208 sq. feet and 5,597 sq. feet in Kanakia BOOMERANG in Mumbai

- ✓ 4 Storey Vertical Garden
- ✓ 1.2 Million sq. ft. Commercial Hub
- ✓ 1,75,000 sq. ft. Floor Plate
- ✓ 40 ft. high Entrance Lobby with Cafe and Lounge
- ✓ LEED Certified Green Building
- ✓ Food Court and Gymnasium
- ✓ Double Basement Parking
- ✓ Concierge Service

Company plans to monetize the 2 office spaces of Kanakia BOOMERANG in Mumbai owned by the wholly-owned subsidiary of the Company





Company: Cinline India Limited

CIN: L92142MH2002PLC135964

Mr. Vipul Parekh CFO

vipul.parekh@cinline.co.in

Tel: 91-22-35023666

Investor Relations: Strategic Growth Advisors (SGA)

CIN: U74140MH2010PTC204285

Mr. Deven Dhruva

deven.dhruva@sgapl.net

Tel: +91 98333 73300