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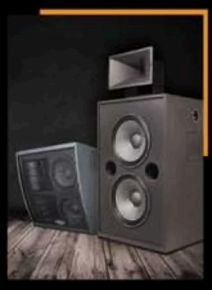

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Annapurna Studios and Qube Cinema Announce Launch of Full-Service Virtual Production Stage in Hyderabad

With demand for new content at an all-time high, creators everywhere are looking to leverage cutting-edge technology to bring their stories to life. Annapurna Studios and Qube Cinema announced their plans to deliver India's first full-service LED virtual production stage for pan-Indian and international content creators. This transformative collaboration between two of India's most respected names in the media business aims to provide the tools for creators to craft the best versions of their stories for feature films, streaming episodics and advertising commercials.

The purpose-built virtual production stage with a 20 ft high and 60 ft wide curved 2.3 mm dot- pitch, ultra-high refresh rate, wide colour gamut, high brightness LED screen is expected to be the first world-class permanent facility in India. The setup will use top-of-the-line AOTO LED displays, state-of-the-art camera tracking and powerful, custom-built rendering systems using Unreal Engine to render complex photorealistic virtual locations in real-time. This would help filmmakers greatly expand their palette while saving money by reducing compositing and on-location production costs and saving time by enabling the creative team to see close-to-final shots on camera, in real-time on the live-action set.

"The future belongs to whoever designs it! When faced with disruptions and innovations, we must learn to manoeuvre. Virtual production enables the creative mind to imagine without limit, and then create it. We are proud to partner with Qube, renowned for bringing new technology to the entertainment industry. Our strength and experience in making movies and running studios in tandem with Qube's technical knowledge makes this a great collaboration." said Nagarjuna Akkineni of Annapurna Studios.

"At Qube, we've always been at the forefront of movie technology, combining our passion for cinema and our willingness to push the limits of technology for the benefit of content creators and audiences," said Senthil Kumar, Co-founder of Qube Cinema. "In Annapurna Studios, we have found a partner who brings decades of experience, a deep love of cinema, and many shared values to the table. We are thrilled to be working with them on virtual production. Our purpose is to bring to life every story, to engage, entertain and enlighten the world. This collaboration pushes us ever closer to fulfilling that purpose."

Amar G Subash to Lead India Business for HARMAN Professional Solutions

HARMAN Professional Solutions announced the appointment of Amar G Subash to lead the India business for HARMAN Professional Solutions. He continues his role as the Vice President and General Manager, Asia-Pacific. Amar reports to Jaime Albors, Senior Vice President, Global Sales, HARMAN Professional Solutions.

In his expanded role, Amar will lead the India team in serving the region's customers with comprehensive integrated systems, including solutions for corporate, education, government, hospitality, large venues, tour sound and lighting, cinema, broadcast, retail and ecommerce.

Amar has been leveraging the strength of HARMAN's iconic brands including JBL Professional, AKG, AMX, Martin lighting, Crown, Soundcraft, BSS and dbx, to drive growth throughout the APAC region. By leading teams across HARMAN Professional offices in Singapore, Japan, Korea, Australia, and now India, Amar will bring the organization closer to channel partners and end customers, and chart a course for further expansion in Asia-Pacific territories.

"Amar's exemplary record and global experience has been lauded across HARMAN and also externally amongst our channel partners and end customers. With the example that he has set by leading the APAC region and taking our industry-leading brand to places, we are confident that he will strengthen our India business further. We are hopeful to see some upward momentum in growth and achieving more success in the region," said Jaime Albors, Senior Vice President, Global Sales, HARMAN Professional Solutions.

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"I am delighted to take on the additional responsibility of leading the charter for HARMAN Professional Solutions in India. Our legacy in creating iconic brands, integrated solutions across audio, lighting, video and control applications, and association with esteemed partners makes us stand out in the industry. I look forward to elevating experiences of our stakeholders while taking the game a notch higher," said Amar Subash, Vice President and General Manager, HARMAN Professional Solutions APAC.

Amar is based in Singapore at the HARMAN Professional Solutions Asia Pacific headquarters. He is a seasoned business and finance leader with more than 20 years of industry experience and expertise in controllership, sales, strategy, mergers & acquisitions in consumer goods, industrial, retail, manufacturing, telecommunications and services. Amar joined HARMAN in 2017 as Finance Director for Professional Solutions APAC. In 2019, he became the Director for Channel Management and Operations and in 2020, his responsibilities expanded to lead the Audio Solutions portfolio for Asia-Pacific. In May 2021, he was promoted to VP & GM for Professional Solutions, APAC. Amar started his finance career at Lucent Technologies and later held leadership positions across domains in Tyco Fire and Security India (now Johnson Controls), Ariston Thermo, Singapore.

PVR-Xperia Group Introduce Industry-First Experiential In-Cinema Advertising in India

PVR Cinemas has introduced experiential in-cinema advertising for the first time in the cinema advertising domain. The innovation in collaboration with XPERIA GROUP, an OOH Media Company aims to create immersive experiences for the consumer for advertising content across different touch points in the cinema. This differentiated offering from PVR is expected to transform the journey of audience engagement and expand the scope for advertisers to amplify the impact of the advertising message delivered.

With experiential advertising, PVR is set to offer a one-of- its kind exposure to in-cinema advertisers and push the boundaries of on-screen cinema advertising to create a larger than life and immersive experience of the brand in the mind of the consumer. This special feature of experiential in-cinema advertising intends to increase the 'WoW factor' of the commercial which can make viewers to stop, look, observe and relate with. The 3D Projection Mapping, powered by hybrid technological integration will lead to a visual striking almost 'magical' effect helping brands grab audience attention by connecting them with emotions and feelings by narrating their story.

PVR is ushering a new era in experiential advertising on-screen across PVR's network. Taking the on-screen cinematic advertising to the next level, 3D Projection Mapping on the side walls along with mist projections, Fog Screen Projection and Interactive Drumming transport the audience to a different world leading to an increased brand recall.

Gautam Dutta, CEO, PVR Ltd commented on the launch "When advertisers choose non-traditional

Gautam Dutta, CEO, PVR Ltd

media like Cinema, they look for an innovative thought or approach whereby their brand message gets amplified to create a memorable impact. Experiential cinema advertising goes the extra mile through undivided attention from audience by engaging all senses. This increases avenues and scope for advertising business that will lay an impact on both the topline and bottom-line."

He further added "PVR continuously redefines itself by offering its customers or advertisers something which is beyond his expectation and we are happy to expand the in-cinema advertising space by providing a wider gamut of advertising solutions for the advertisers to choose from. We are certain this new way of advertising perfectly suited for product launches will help brands create a memorable impact by connecting to the emotions of audiences at the theatres."

Saibal Gupta, CEO, XPERIA Group, said, "We are extremely proud to be associated with the largest cinema advertising player in the industry and

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taking a step further to provide a holistic experience to advertisers by introducing experiential advertising for the first time inside cinema theatres. Projection mapping can actually convert ordinary commercials into highly attention-grabbing commercials and gives the content a new life. It can make viewers to stop, look, observe and relate with".

INOX Launches InstaPay - India's First Cinema Wallet

INOX Leisure announced the launch of India's first cinema payment wallet - InstaPay. Designed to make the consumer experience quick, safe, contactless and rewarding, this first-of-its-kind digital cinema wallet can be used on INOX Website, App and at Box-office and concession counters to make payments for movie tickets and F&B purchases across all INOX multiplexes in India. For using the InstaPay wallet, customers can add or load money through net banking, Debit/Credit cards or UPI.
The wallet was launched by superstar John Abraham at an event held at INOX Megaplex at Inorbit Mall at Malad, Mumbai.

Guest can use their InstaPay wallet as an electronic prepaid INOX account, which comes with a lot of advantages and exciting rewards. InstaPay users will also get a chance to win exciting movie merchandise, get invited to special celebrity screenings and also avail privileged offers specially curated for the wallet users. As a one-time launch offer, customers adding INR 1000 to INR 1499 will receive a value voucher worth INR 50, those adding INR 1500 to INR 1999 will receive a voucher worth INR 100 and customers adding INR 2000 and above will receive a voucher worth INR 150. The wallet has a cash loading limit of INR 5000.

Commenting on the launch, Alok Tandon, Chief Executive Officer - INOX Leisure Limited, said, "In a yet another industry-first, we are excited to launch India's first cinema wallet - InstaPay for a fast, safe and rewarding payment experience for our customers. We have always endeavored to curate the best experience for our guests at every step of their cinema viewing journey. As a torchbearer of technology and digital interventions in the cinema exhibition sector, we are proud to offer yet another customer-centric feature in the form of InstaPay. We aim to strengthen our bond with an enhanced affinity which would come with the use of a convenient feature like a wallet. It would also help us to understand the user behaviour in a better manner and allow us to roll out curated offers and experiences on the basis of their consumption patterns."

Actor John Abraham and Kailash Gupta, CFO, INOX Leisure Ltd

PVR Discontinues Operations of 23 Screens After Lease Expiry with Cineline

Multiplex operator PVR has discontinued operations of 23 screens across nine properties after the expiry of their lease with Cineline India. After this, PVR's screen count has come down to 848 at 172 properties in 73 cities.

Cineline India, a part of Kanakia Group, had earlier announced re-entering the film exhibition business with a new brand identity. In 2012, Cineline had sold its multiplex business along with the brand Cinemax to PVR Limited under a non-compete clause which has already ended.

Further, Cineline had leased out nine properties with 23 screens to PVR under lease and license agreements, on which multiplex operations were run by PVR.

Cineline has plans to start its film exhibition operations in the first quarter of FY23 through nine properties with 23 screens across Mumbai, Thane, Nashik, and Nagpur having an aggregate seating capacity of more than 6,000.

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PVR-INOX Merger Gets Clearance

The multiplex operators- PVR and INOX Leisure, announced the approval by NSE and BSE with regard to their merger. "The company has received an observation letter with 'no adverse observations' dated June 20, 2022, from BSE and observation letter with 'no objection' dated June 21, 2022 from National Stock Exchange of India Ltd. respectively in relation to the scheme of amalgamation," said PVR in a regulatory filing.

This was also confirmed by INOX through an identical regulatory filing. A 'no objection' certificate from the exchange is a mandatory step for getting clearance from the National Company Law Tribunal and other regulatory authorities for any scheme of amalgamation.

On March 27 this year, PVR and INOX Leisure announced a merger deal to create the largest multiplex chain in the country with a network of more than 1,500 screens to unlock the opportunities not only in developed markets but in tier III, IV & V cities. The combined entity will be named PVR INOX Ltd with the branding of existing screens to continue as PVR and INOX, respectively. New cinemas opened post the merger will be branded as PVR INOX, the companies had said recently.

As per the agreement, INOX will merge with PVR in a share-swap ratio of 3 shares of PVR for every 10 shares of INOX. Post-merger, promoters of INOX will become co-promoters in the merged entity along with the existing promoters of PVR.

PVR promoters will have a 10.62 per cent stake while INOX promoters will have a 16.66 per cent stake in the combined entity, it added.

Premium Large Format ICE THEATERS Now in India

The high-end theatre screen format ICE THEATERS announced an understanding with luxury cinema chain PVR CINEMAS, India's largest exhibitor as they exclusively roll-out 3 properties in the metropolitan cities Mumbai, Delhi and Bangalore within the next 12 months.
The announcement was made at CineEurope, Barcelona. With their first meet at CinemaCon, Las Vegas in the month of April, ICE THEATERS was acquainted with what PVR CINEMAS had to offer in terms of their properties, technology and experience; as ICE's worldwide expansion plan was in high drive it only seemed appropriate to move forward with this association.

In an exclusive interview with TheatreWorld when asked to comment on the technical offerings of the format, Renaud Palliere, CEO, PVR CINEMAS- The Luxury Collection said, "If you are unfamiliar with the technology, I would describe it as an equivalent of surround sound for peripheral vision. The side panels installed on the walls of the auditorium on either sides of the main screen display what you would describe as peripheral vision contents. It takes after the main screen content and in an abstract fashion displays lots of colours and contrasts, motions, different shapes and so on." He further adds, "It does not distract you from the main screen, instead, it creates a highly immersive experience as it opens your field of vision. Further, it is coupled with other high-end technology including Dolby Atmos and 4K projections".

ICE THEATERS is the brainchild of France's second largest exhibitor CGR CINEMAS, whose primary goal is to birth new and innovative experiences that captivate the audiences. As it combines premium design with cutting-edge sound and image technologies, the product offers a never-seen-before experience that features non-reflecting LED panels, targeting the moviegoers' peripheral vision from the start to the end of the movie. As Palliere adds, "It is our duty as an entertainer to provide the immersive value right from entering the auditorium and then the fashion in which the movie is being watched."

After enlarging their presence on the European continent and expanding to Northern America and the Middle East, ICE THEATERS is delighted to launch its product in Asia, allowing its footprint to broaden significantly. PVR's strategy has always revolved around the changing aspirations of its customers as it continues to offer a differentiated and premium experience. With ICE THEATERS and its Luxury Collection it offers a bespoke experience, one that is unique and entirely immersive.
With this objective in mind, it explores every experiential quotient and element there is as it provides the ultimate glamourous and sophisticated viewing experience.

Jocelyn Bouyssy, Managing Director at ICE THEATERS, added, "We are so unbelievably proud to be sealing this partnership with luxury cinema chain PVR CINEMAS. Not only do we feel privileged to be collaborating with such an esteemed and premium exhibitor, this is also the opportunity for ICE THEATERS to take up Bollywood movies post-production. After 5 years of working alongside all Major Hollywood Studios to release their most acclaimed titles in our premium auditoriums, we are thrilled to be expanding our format to the Indian movie-making industry and develop our offer to reach new audiences."

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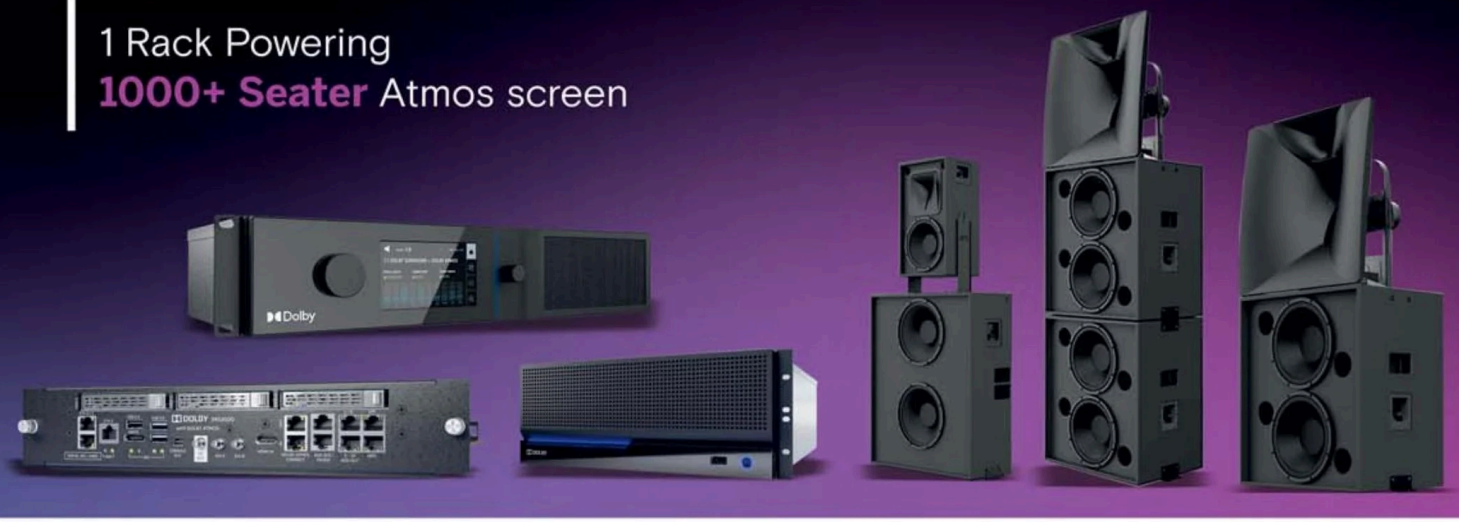

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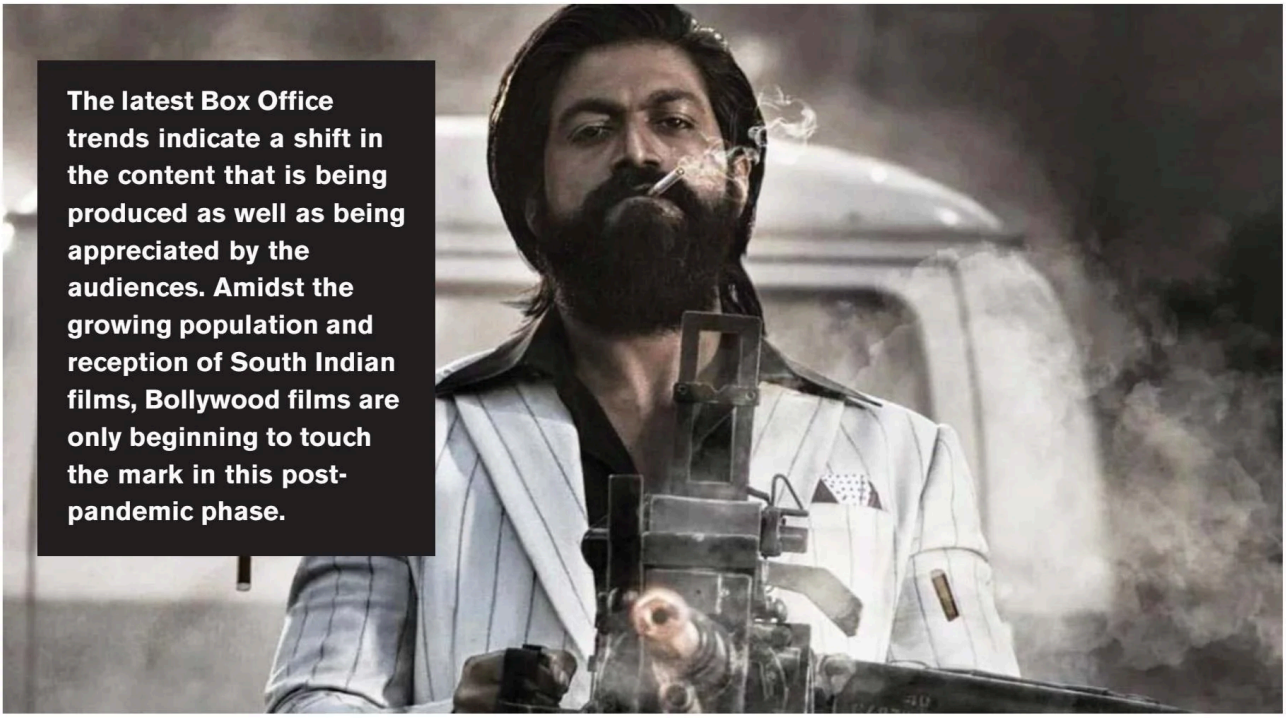
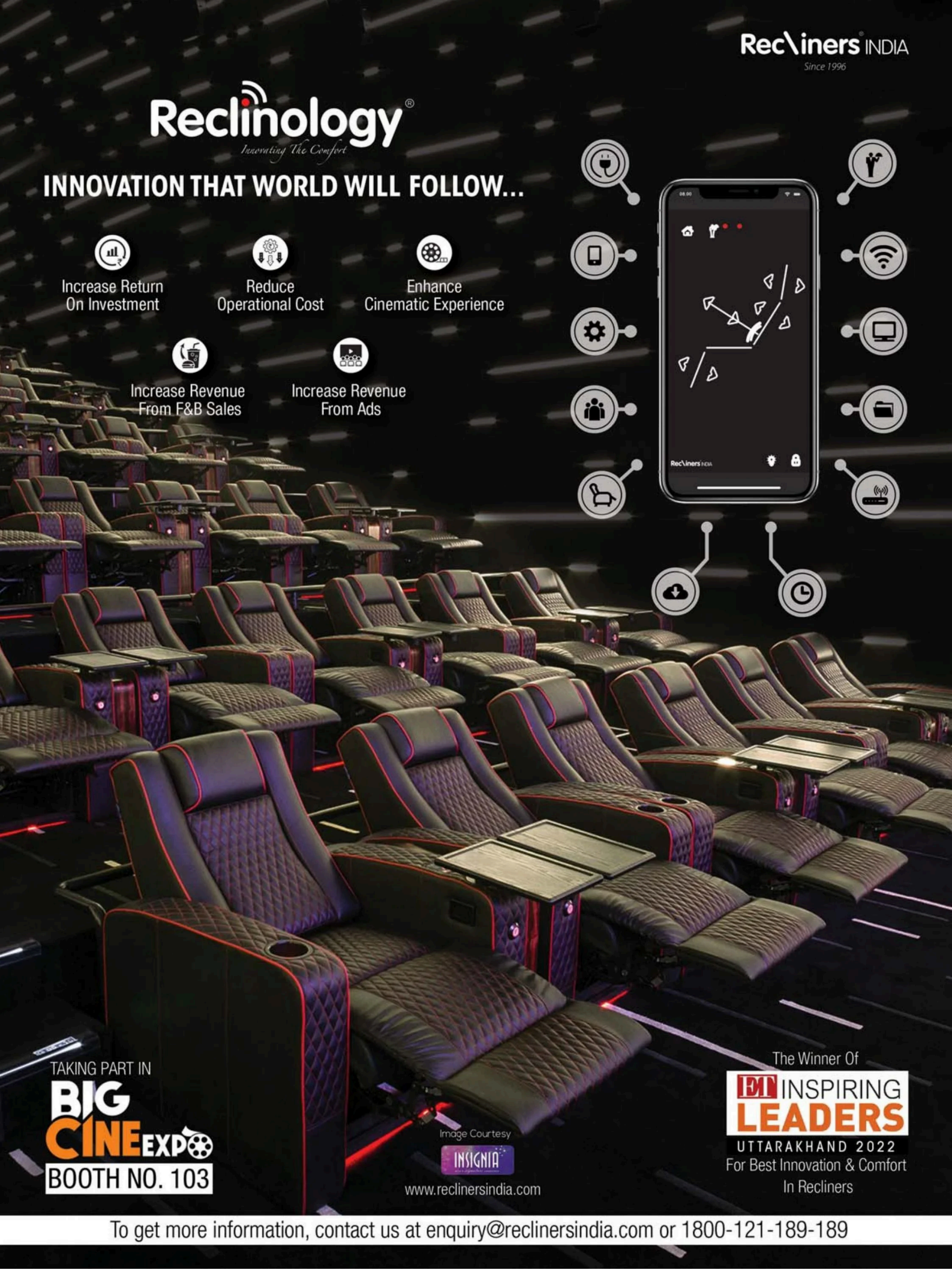


The latest Box Office trends indicate a shift in the content that is being produced as well as being appreciated by the audiences. Amidst the growing population and reception of South Indian films, Bollywood films are only beginning to touch the mark in this post-pandemic phase.

With the pandemic and the frequent lockdowns finally on the backburner, the cinema industry has been provided a considerate amount of space for revival. Cinema industry including its exhibitor and distributor branches have aggressively begun to expand and develop their ventures while adapting to the new outlines. While the extent of recovery is rather relative, the latest box office numbers and trends point towards a positive response.

The audiences have steadily begun to shift their attention from streaming platforms to cinema theatres as movie makers and directors continue to create and deliver new and interesting content. Bollywood's audiences are still likely to love and appreciate a big blockbuster, however, with the southern industry delivering power packed movies with scripts of substance and intriguing visuals there is a visible shift in the paradigm. Cinemagoers continue to gravitate toward regional content. "We believe regional content dubbed in Hindi is a structural trend, which augurs well for exhibitors, as it offers a variety of content and acts as a cushion if the film fails to succeed at the Hindi box office. This is a win-win proposition for South India's movie industry as it helps drive box office revenue for regional films" says Karan Taurani, Senior Vice President, Elara Capital.

Within regional cinema, the epic-action film *KGF: Chapter 2* has breached the INR 1000cr mark and has continued to set box-office records. This Yash-starrer released in Kannada, Tamil, Telugu, Malayalam and Hindi has garnered both commercial recognition as well recognition and appreciation from fans in all languages. In its successful endeavour it bypassed SS Rajamouli's *RRR* starring Jr NTR and Ram Charan. As the box office stats read, *KGF: Chapter 2* has beaten *RRR* among the 'Hindi' audience. Despite the stark contrast in their production budgets with *RRR* being made at INR 550 Cr and



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KGF: Chapter 2 at INR 100Cr, they emerged as highly profitable films. "The success of *RRR* has raised producer confidence to create more large budget films, as they continue to be well received. Hindi language continues to increase its share within regional films, helped by the success of *Pushpa: The Rise, RRR* and now *KGF: Chapter 2*." says Karan Taurani.

Prior to the success of *RRR* and *KGF: Chapter 2*, the Telugu movie *Pushpa: The Rise* wowed the audience, especially the Hindi audience. With the gaining acceptance and popularity of South Indian films with the Hindi audience has encouraged filmmakers to attempt 'pan-Indian' films. When it comes to Bollywood, despite the anxieties and the lack of lustre, movies like Alia Bhatt starrer, *Gangubai Kathiawadi* and *Bhool Bhulaiyaa 2* have been well-received by the mass audience.

The Kartik Aaryan starrer not only wooed but surprised the audiences by its box office numbers as it continues to inch towards a collection of INR 175 Cr. The successful reception and collection of *Bhool Bhulaiyaa 2* were driven by Kartik Aaryan's intense marketing efforts. With *Bhool Bhulaiyaa 2*'s collections Bollywood has finally managed to deliver a hit and has opened a window for upcoming movies. It has altered the momentum and as industry professionals have commented, it has been remarked as a comeback of Bollywood after multiple failures at the Box Office. Hence, it has provided a huge boost to the upcoming Bollywood releases.

These latest trends and insights indicate an altered reception on the end of the audiences. While Bollywood movies are beginning to make a remark on the audiences, the south Indian films dubbed in Hindi and other languages are being received extremely well since the beginning of the year. With the shift in the viewing experience during the pandemic and the lockdowns, the audiences are more likely to enjoy and appreciate content driven movies instead of star-studded blockbusters. Having been cooped for over two years with no access to the real cinema experience, there is a pent-up demand from the audience for a steady flow of great content and stories.

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Shilpi Multiplex:
Bringing Fun to Bharuch

The property is a four-floor high cinema cum commercial complex. It offers retail facilities as well as two cinema screens. With a multitude of experiences to offer, this complex has become a prominent landmark in this area.

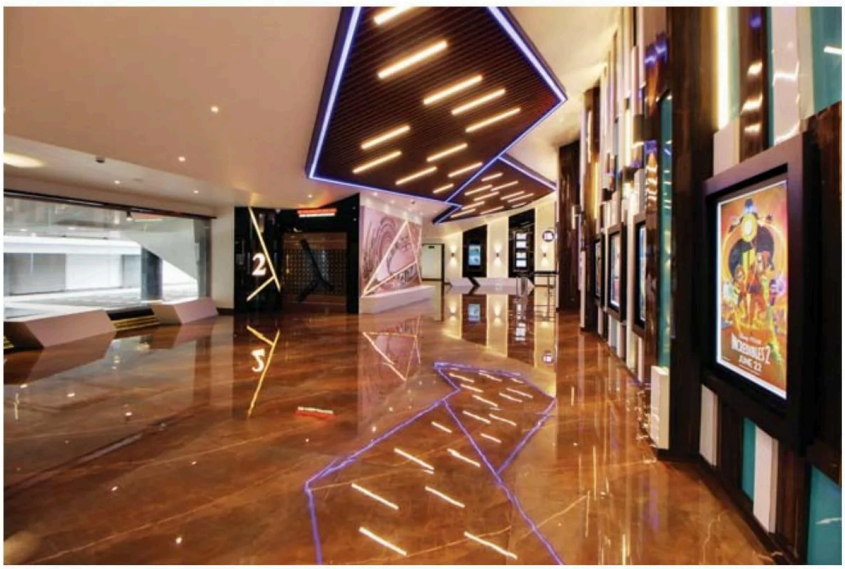
Shilpi Multiplex is independently operated by the promoters of the property under the brand name 'Fun Cinema.' The cinema complex is located within a newly constructed property, and it sits on the first floor of the complex featuring a two-screen multiplex.

The cinematic technology within the multiplex screens features a Barco 20C 4K projector and Barco 12C projector along with the latest processors and crossovers from QUBE. It is equipped with Dolby Atmos CP 620 Amplifiers and speakers from Pulz Electronics.

The property's design and interiors have been conceptualized and designed by Architect Sachin Gandhi and his team from Sachin Gandhi & Associates. The cinema interiors boast aesthetically appealing geometric pattern lighting with vibrant RGB lights and colourful wall cladding. The multiplex offers a feel-good experience with its extravagant interior.

The foyer is conceptualised in an origami theme. Keeping in mind the technological challenges of cinematic structures, the designing and implementation of the ceiling and wall paneling has been done accordingly to accommodate the HVAC and lighting. The elegance of the foyer is highlighted by premium Qutone

Ceramic large-sized dark-coloured Italian designed tiles. The lobby and concession counter compliment the overall theme of the cinema multiplex and the floor and wall paneling. The concession counter boasts a



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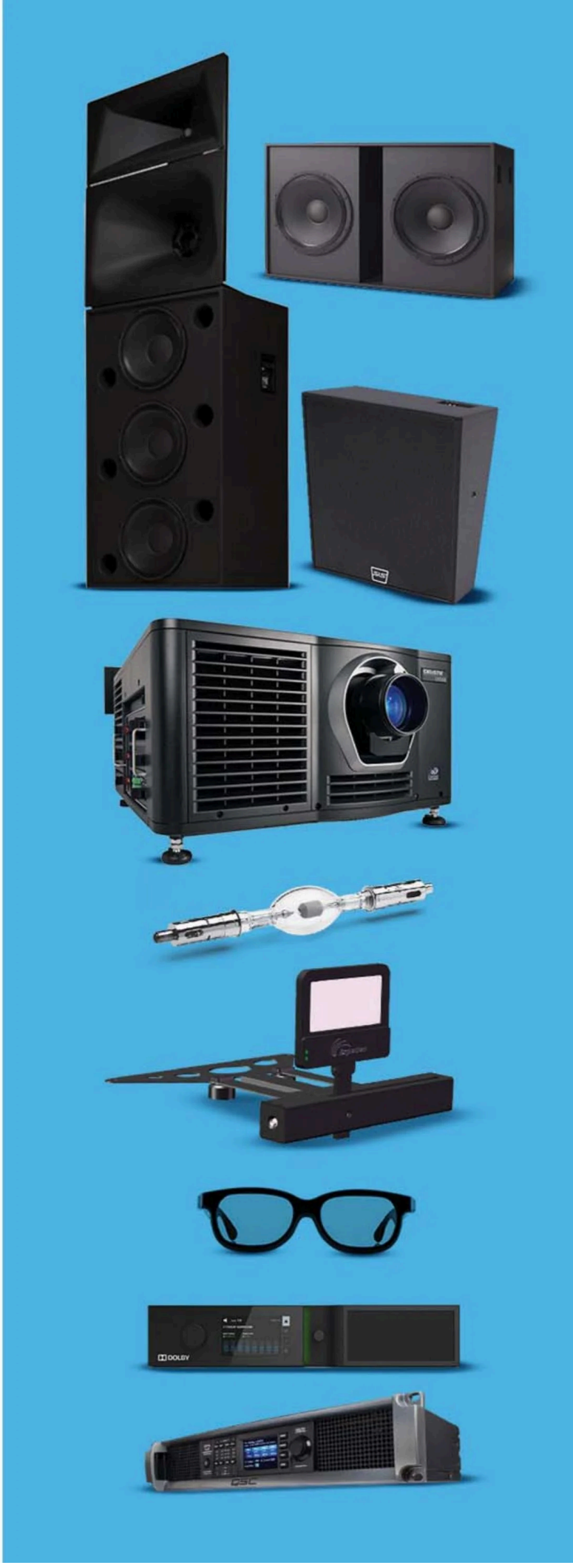
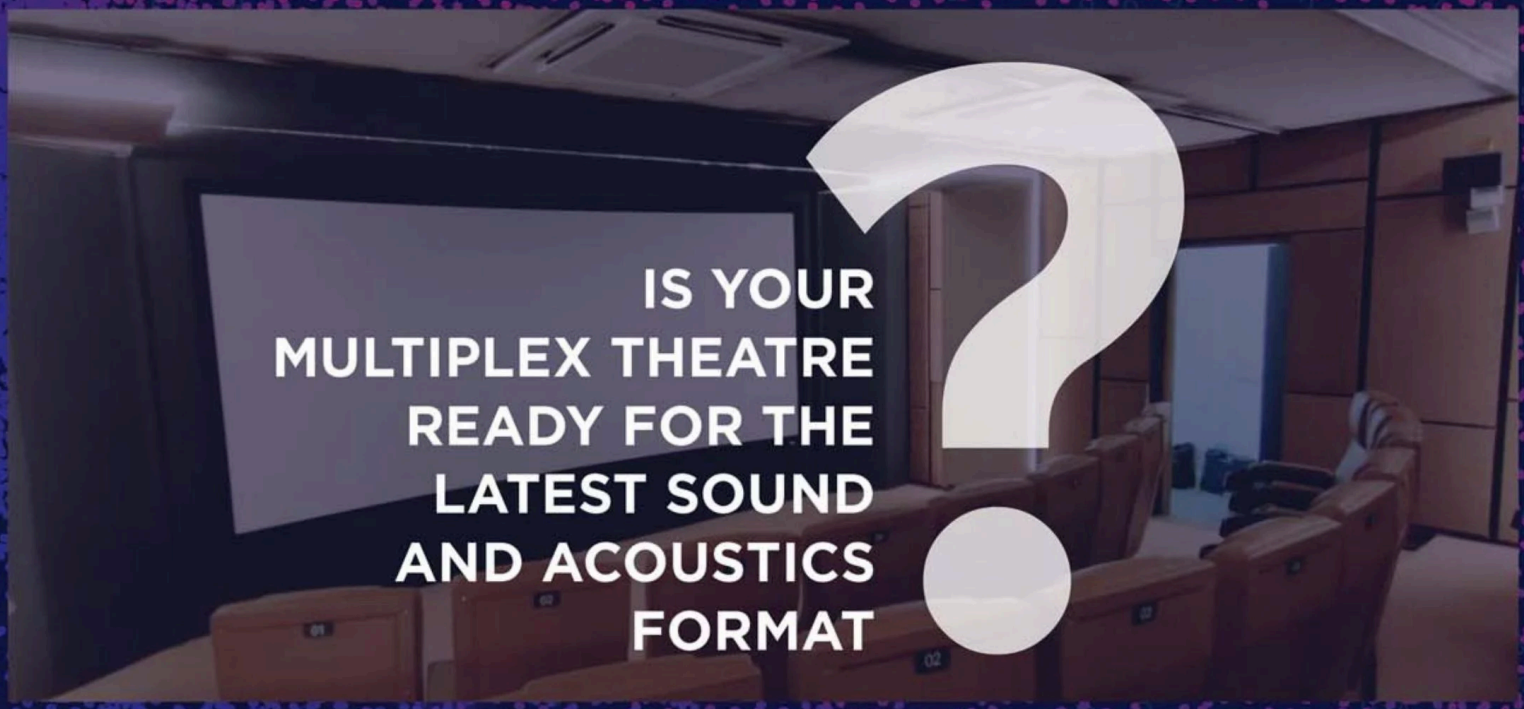


functional and attractive look completely equipped with a popcorn warmer, soft drink fountain and a cash POS system.

Sachin Gandhi the architect from Sachin Gandhi & Associated said, "Bharuch is known for industrial growth and has a vast scale of footprint. People are more inclined towards Hindi and Gujarati content. In Gujarat, cinema is the main source of entertainment. Staying in line with the latest technology, Shilpi's cinema has been designed to offer a comfortable cinema viewing experience." While talking about the architectural approach he adds, "The promoter expected the best and the most comfortable cinema experience. Hence, the walkaways between the seats are more relaxed and designed for smooth movement of the audience. The cinema entry & walkways are widened with playful wall treatment."

The designing and architectural features of the multiplex have been created to opitimise the reverberation time and maintain an appropriate sound field. Aesthetic lighting is used to create a soft and soothing ambience that compliments the eye-catching seating space within the lobby. The overall look of the cinema features a modern design with bold massing and glass accents.

The elevation of the building provides a complete view of the cinema foyer from the outside.



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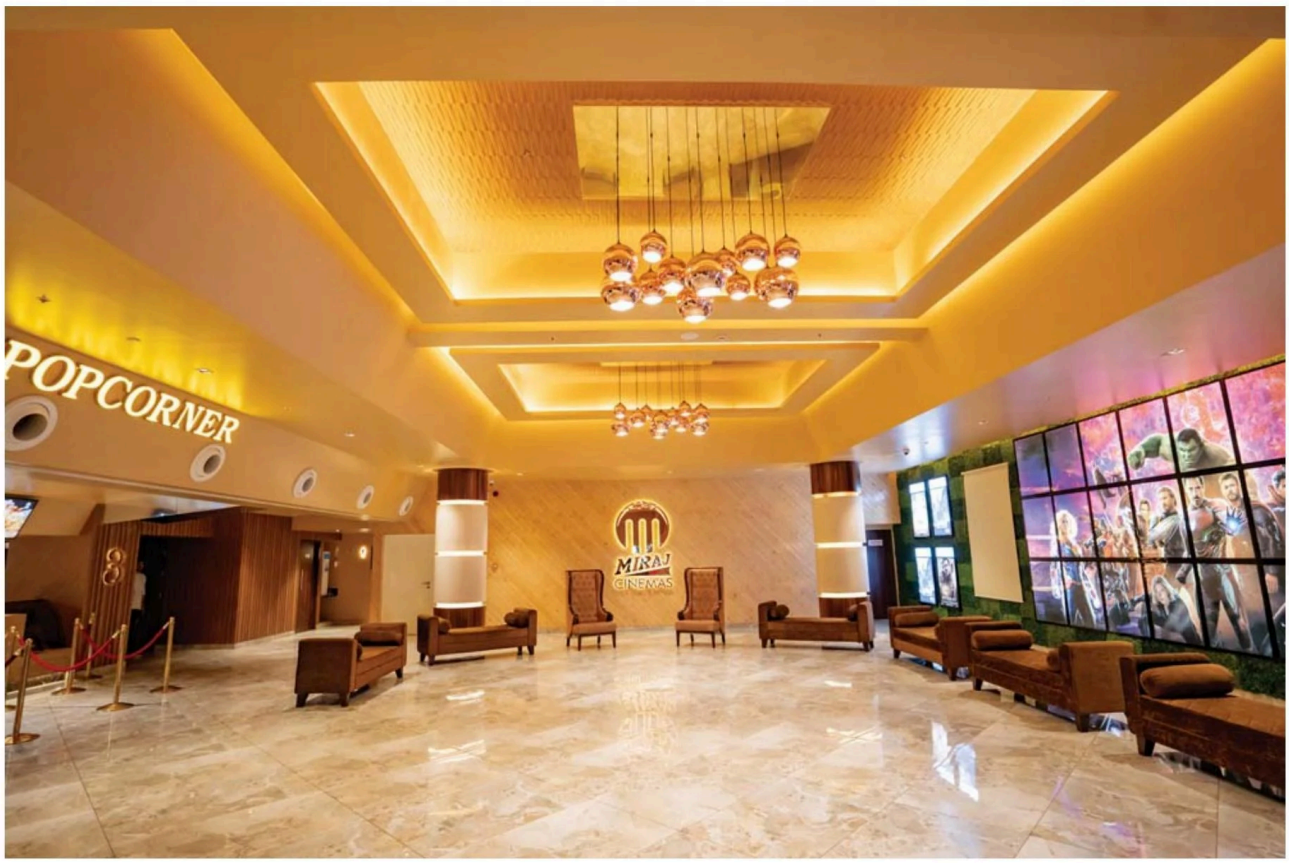


Miraj Cinemas:
Sprints Towards a Double Century

Recently celebrating a decade long success with its rapid expansion, this multiplex chain has changed the dynamics of the cinematic experience successfully launching 35+ screens in the country and has yet again come-up with another explosive expansion plan.

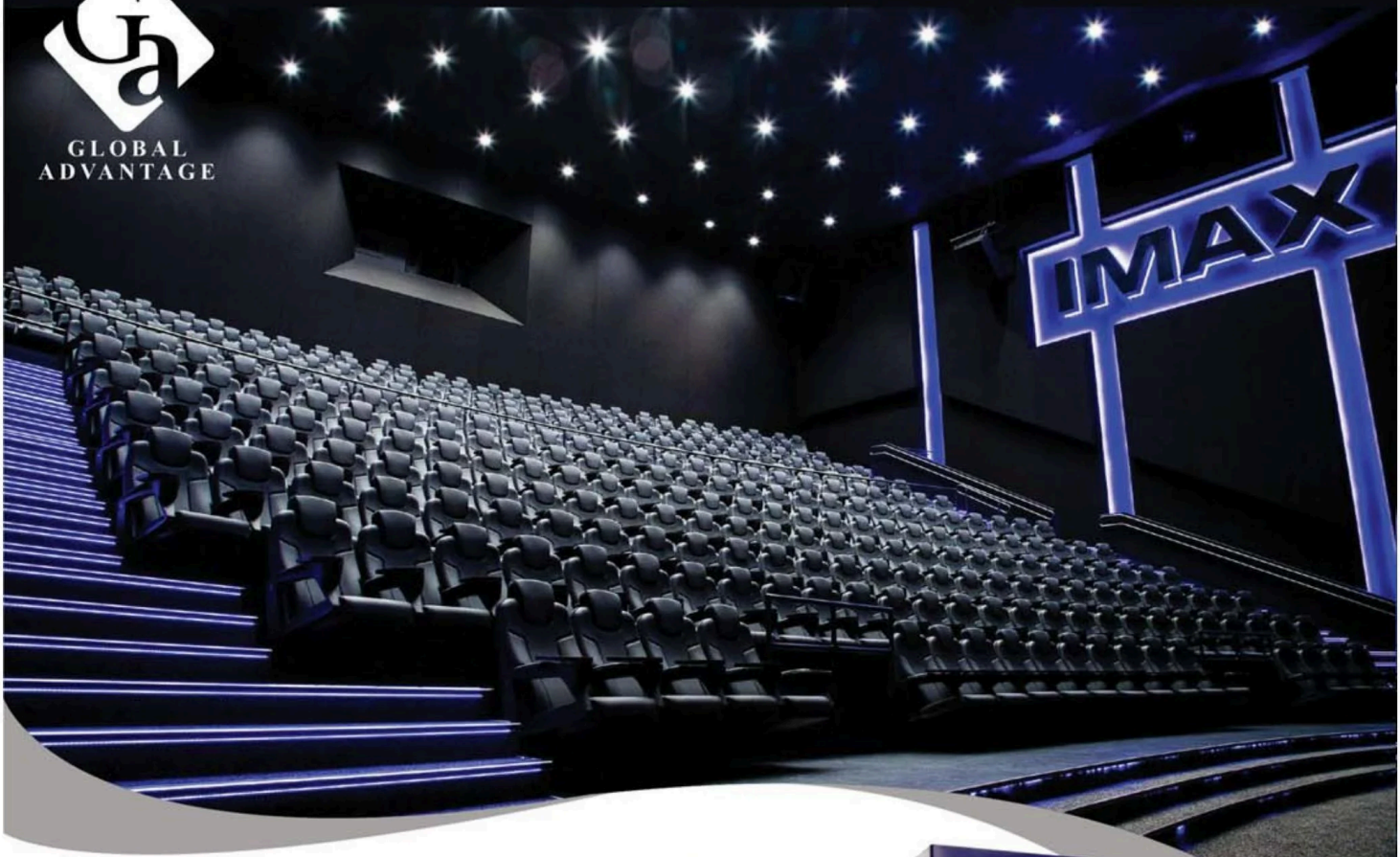
The entertainment industry has rebooted itself post the pandemic and has now started a new innings on a stronger note. From movie screenings to blockbuster openings, year 2022 started on a high note for the industry and the reopening of movie theatres and cinema halls are no different.

Riding on this glory, Miraj Cinemas celebrates a successful decade this year. The multiplex chain not only went on a silent expansion spree in the last few years but has also managed to make its mark known in the Indian multiplex market. Under the guidance of the able leadership Amit Sharma, the multiplex chain has changed the cinema-watching dynamics not just in the metropolitan cities but also in tier two and tier three cities.

When the pandemic struck, Miraj Cinemas defied norms and proceeded with a head-on expansion plan and successfully launched 35+ screens throughout the country. With its existing presence in all major states, Miraj Cinemas has been successfully entertaining the audiences in cities like Kolkata, Indore, Gurgaon, Vijayawada, Hyderabad, MMR regions of Mumbai, Jaipur and Coimbatore to name a few.

MULTIPLEX DIMMER SOLUTIONS

GLOBAL ADVANTAGE



Multiplex Digital Dimmers are designed for light automation control requirement inside a Cinema Hall. The light intensity can be controlled automatically through film type Cinema Projectors or modern Digital Projectors like GDC/ QUBE /DOREMI etc. Manual control is also provisioned through preset pots and feather touch switches. Currently in huge demand across major multiplexes across the country for having proved its reliability and performance under adverse conditions. performance under adverse conditions.

Dimension: 230mm (H) x 205mm (W) x 85mm (D) Weight: 3.5kg

The GLOBAL- L02 One channel Digital Architectural Lighting Dimmers are high performance microprocessor controlled dimming systems. Each dimmer channel is capable of dimming loads of up to 15 amps. Smooth glitch-free, accurate fades are assured by the use of sophisticated proprietary computer algorithms and an interface which has been designed for total immunity to interference. The GLOBAL - L02 are high reliability, "bullet proof" systems designed and manufactured in India.

Dimension: 300mm (H) x 200mm (W) x 85mm (D) Weight: 4.5kg

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Jaipur

After a few steady years there was no looking back for Miraj Cinemas as they embarked on their expansion journey. One of their milestones includes their project in the pink city of Jaipur. The multiplex chain added three new screens in the city including one of the most premium Cinema houses in Jaipur, 'EP Miraj Cinemas.'

Hyderabad

The next stop for Miraj Cinemas was the city of Nizams- Hyderabad. With the launch of Miraj Cinemas, Malkhajgiri and Miraj Cinemas, Miyapur the multiplex has expanded its entertainment portfolio. The expansions marked 5 cinemas with a total of 18 screens in Hyderabad strengthening the multiplex's presence.

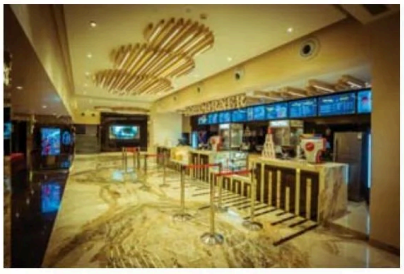
West Bengal

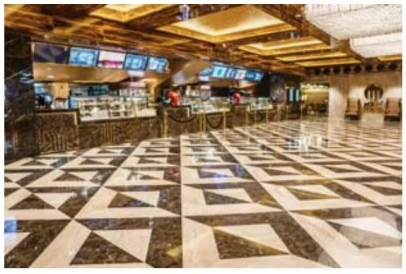
Making the celebrations sweeter, Miraj Cinemas added a second cinema in West Bengal after a successful theatre in Kolkata. With this launch Miraj Cinemas has established a strong foothold for a dynamic entertainment expansion in East of India. Retaining its old-world charm, the city of joy welcomed Miraj Cinemas with open arms.

Tamil Nadu

The talk about love for movies would be incomplete without talking about Tamil Nadu. The cinema capital of the South Indian movie industries, it is where the four southern languages amalgamate. Miraj Cinemas forayed into this state with the city of Coimbatore as the audiences longed for a great cinema viewing experience without having to travel to Chennai.

Miraj Cinemas' multiplexes feature modern and comfortable lobbies, state-of-the-art video and audio quality, kiosks, comfortable seats, disability-friendly infrastructure and





more. From assuring world class technology in terms of audio and video quality, Miraj has also focused on providing the audiences with a complete movie experience. Miraj has bolstered their properties with Dolby Atmos sound, 2K projection, the premium large screen format of Maximum and a robust seating capacity to comfortably accommodate its audiences. In fact, most of its screens like the one in Jaipur and Delhi also have comfortable recliners to maximise the immersive viewing experience. Its concession counters feature chilled soda and hot popcorn, at the same time, it also houses a delectable Live Kitchen-Chef's Corner which serves a variety of local and global cuisines with hot favourites like gourmet burgers, a variety of subs and rolls.
The uniqueness about this concept is that all the recipes are self-curated and provide the consumers the best culinary experience.

As Miraj Cinemas take entertainment to every corner of the country, they are all set to gift smaller towns and cities a best-in-class entertainment experience. The journey for the same has already begun as Miraj Cinemas upcoming launches include Amravati and Jhamshedpur.

The multiplex chain is also looking at launching its first cinemas in the cities of Chennai, Bengaluru, Surat and 3 properties in the Delhi NCR region alongside which it also intends to create a footmark in Jharkhand and Orissa. Apart from the world class technology in terms of projection and sound, these cinemas will also be equipped with comfortable seating, luxurious lobbies and scrumptious food options.

With this roadmap, Miraj Cinemas will not only touch 200 screens but will also create a benchmark on launching 75+ screens in a single year.

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DNC Theatres: Promises a Remarkable Cinema Experience

The brand has recently launched its newest project in Dharmapuri. It promises a memorable and nuanced experience for the residents of Dharmapuri. Here's an insight into DNC Theatres and its cinemas with D.C Elangovan, Managing Director, DNC Chits Pvt. Ltd. and Prem Elangovan, Director, DNC Theatres as they have a candid conversation with TheatreWorld...

DMAX by DNC breaches the gap between entertainment and comfort with its unique approach. Dharmapuri lacks entertainment options given its location, hence, DMAX by DNC becomes a happy alternative to most of the residents in and around Dharmapuri.

Despite the location, it provides a cinematic experience suited for multiplexes in the city with its amenities and technology. The five-screen multiplex has been equipped with the best-in-class technology featuring silver screens by Harkness and the auditoriums are equipped with Dolby Atmos systems.

The architecture was designed by K Square Architects, and the interior design has been executed catering to the needs of the promoters. The cinema auditoriums sit on the first floor of the property and the ground floor of the cinema property has been allocated to the box office and for security screenings. The entrance is double-heighted and boasts a grand and warm ambience. The patrons can either take advantage of the escalator at the entrance or the elevator to access the main lobby.

Audiences are greeted with a well-lit and spacious lobby and are able to access each of the five auditoriums from here. It features a waiting area equipped with yellow and orange ottomans that are widely spaced out for comfort and accessibility. Along

D.C Elangovan
Managing Director
DNC Chits Pvt. Ltd.

with an LED screen for showcasing film trailers and promos, the pillars are fitted out with screen displays for advertising.

The concession counters are also installed within the lobby and offer a wide range of food and beverages. The counters have dedicated menus and specialties. One of the counters exclusively sells ice-creams and filter coffees, while the other sells a range of popcorn, snacks and beverages. Bearing in mind the location of the cinema theatre, the costs of the concessions have been reasonably priced.

Dharmapuri region is dominated by Tamil speaking natives, hence, the movies are mainly screened in Tamil, and other regional languages to promote local content. It also has an influx of younger audiences that are interested in international movies. Hence, DMAX by DNC caters to them by screening films in English.

To begin with, we would like to know a little about DNC theatres and DNC enterprise.

Prem Elangovan: DNC Theatres started in 2002 when we purchased the Dharmapuri property. When DNC Theatres purchased the property, it was being operated as a single screen theatre. As a starter, our first multiplex was launched in Namakkal,

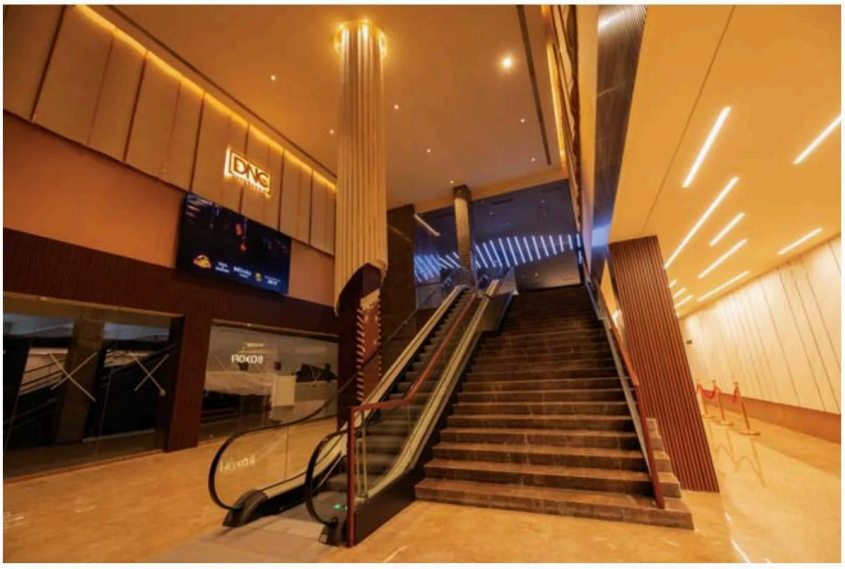
Prem Elangovan - Director, DNC Theatres

which was formerly owned by KS Theatre. We leased and converted it into a two-screen property with best-in-class seating arrangements to provide a good experience to the audience. It received good reception from the audience and hence, the idea and inspiration to expand DNC theatres was imbibed. At the moment DNC theatres operates 11 screens at 5 properties.

What inspired the group to foray into Cinema Exhibition?

Prem Elangovan: From the very beginning, my father and I have been interested in and appreciative towards cinema and the cinema industry. Having been in the service industry with DNC Chits, it was almost natural for us to further our services with theatres as well. It was our service industry experience that propelled our interest and curiosity to explore the cinema industry and to make a difference. DNC and its companies have always focused and emphasised on providing the best-in-class experiences to their clients, and in the case of theatres, to their audiences.

Given your experience in the service industry, what business prospects did you see that facilitated your venture?



Prem Elangovan: Currently the movie industry itself is expanding with the idea of pan-Indian movies and multi-star movies, therefore, this time and space felt like the appropriate moment to foray into the business to secure its future. During the pandemic we were a little sceptical given the popularity of OTT platforms, but the post-pandemic cinema boom has put this distress to rest.

D. C. Elangovan: Unlike the old audience, the mentality of the audience today is changing. Previously the emphasis was on star-studded movies and not on the theatres. Now, theatre quality, comfortable seating, light and sound technology, air-conditioning and even the maintenance of washrooms is taken into consideration by the audiences. Most importantly, they also pay close attention to parking facilities. When it comes to families, they prefer cinema theatres in the cities because of their facilities. They either go to Chennai, Bangalore or to Coimbatore to avail the best experience. Now with the changing trends, we at DNC want to attract this audience as well. Our focus is to attract the crowd from in and around Dharmapuri.

Prem Elangovan: Additionally, when we launched Nammakal after the renovations, we observed that a new set of audience began to visit theatres for the cinema experience we were offering. Prior to the launch, they'd have to commute at least to Coimbatore to have a decent cinema-viewing experience. The lack of facilities in the cinema properties discouraged family audiences from visiting them. However, with Nammakal, DNC was able to tap into this crowd as well. Even in the case of our Harur property, despite it being a small town, we witnessed a shift in the set of audiences who were visiting, and the bookings were at 70% occupancy. All these experiences and insights that we gained through our properties confirmed our belief that we are in the right industry. Unlike cities, here in Dharmapuri we don't have malls or beaches for entertainment purposes, hence, cinemas become the only source for families and youngsters as well.

D. C. Elangovan: As per our old records, even a small town like Harur fetched a maximum of 6000 visitors per month, and now, during the post-pandemic phase this number has been doubled. Similarly, in Nammakal as well, we have been receiving a steady and generous flow of audiences. Majority of the audience belong to an affluent background, despite that our tickets are priced reasonably. Even with the canteen sales, to stay with the trends, we provide food items including sandwiches and burgers, along with the traditional quality popcorn. With good quality and inexpensive food options, the sales have automatically boosted. Our main objective is to provide a memorable experience to the audience which includes food and cinema environment.

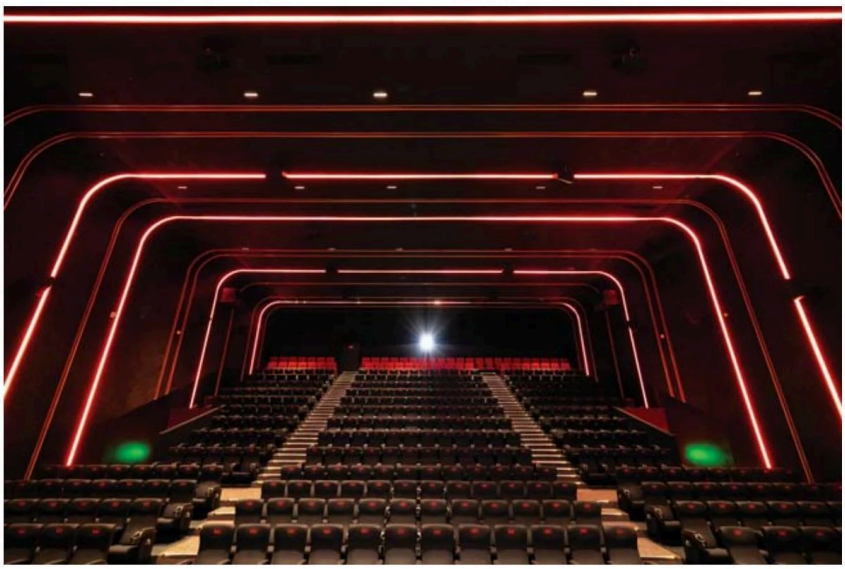
Prem Elangovan: As you can see today, we didn't expect this magnitude of a response with the opening at this (Dharmapuri) property. We were surprised with the number of bookings, and frankly we were underprepared for this response.

D. C. Elangovan: For this property too, we have received good reviews from our visitors. Most of them

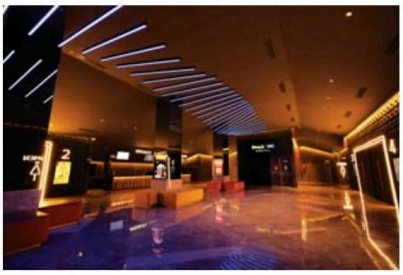
consider this experience to be similar to multiplexes in the cities. It has been a huge investment for us to launch and execute this property, but with the changes in the industry today, it is best to adapt and accept the trends. Cinema audiences today focus on content because during the pandemic they had access to content of all languages. When it comes to the Tamil Industry, the film budgets are high but the focus on content is low. It is necessary that the Tamil Industry too shift its focus to content.

Girish Anand, Business Development, DNC Theatres: With respect to the business model, we have noticed that the OTT trend is slowly beginning to slow down, and especially for blockbusters audiences prefer the large screen formats. And that is one of the reasons why DMAX by DNC has a large screen format in its auditorium.

What is DNC's vision and mission in this business? How many locations and screens are you planning for and what is the time frame you are looking at?



Prem Elangovan: Overall we are looking to expand to 25-30 screens in the next year or two. Predominantly, we are looking to strengthen our presence in the Salem region and if the opportunity presents itself then we will consider expanding to Chennai as well.



The market is dominated by many, big potential and long-established players. How do you compete with them?

Prem Elangovan: We have been in this industry for over 10 years now as a distributor. And that was one of the reasons why we were confident about the cinema theatre venture as well. Therefore, we think that we can do justice to our audiences when it comes to providing a premium cinema-viewing experience.

Could you elaborate on the distribution side of your business?

Prem Elangovan: With distribution, like I said we have been in this field for over 10 years and along with our partners, we mainly cater to the Salem region. We distribute certain films not all. Since we've been in this field for said number of years, we have developed a network and we only do a limited set of properties and movies.

D. C. Elangovan: Like Prem said, we have been in the distribution business for long, and we don't look for competition. We refuse to pay higher value for distribution, instead, we take movies from producers we share a good understanding with. The last movie we distributed was the Rajnikanth starrer, *Darbar*; we distributed it to around 100 screens in the Salem region.

Raj Mandir Cinema:

Upgrading the Iconic for Future Entertainment!

Fashioned under the vision of Shri Mehtab Chandra Golcha this property recently announced the re-opening of a Dolby Atmos-equipped movie screen to carry on the legacy. Being the first screen in Rajasthan to feature Dolby speakers, this cinema is sure to become a crowd pleaser.

Raj Mandir Cinemas, the most iconic and popular exhibitor in Rajasthan is the outcome of the visionary thinking of Shri Mehtab Chandra Golcha. With an idea to develop a place more than just a big screen hall, he also visioned to provide a surreal experience to its audience with its marvellous architecture and memorable movie-watching experience.

Recently, Raj Mandir announced the opening of a Dolby Atmos-equipped movie screen to carry on the legacy. It is also the first screen in Rajasthan to have Dolby speakers. ARK Infosolutions, Distributors of Dolby spearheaded the project with design, delivery, installation, and calibration of this brand-new sound at Raj Mandir Cinemas. At Raj Mandir, moviegoers can now enjoy Dolby Atmos' immersive sound with Dolby's premium large-format speaker system. One of the key aspects of the brief was that the addition of speakers for Dolby Atmos should not impact the aesthetics of the Cinema, and by incorporating Dolby's MA and RT series of speakers, the design met the brief of best-in-class immersive sound experience while maintaining the aesthetics of the cinema.

Kushal Chand Surana, Managing Director, Raj Mandir said, "Raj Mandir

feels immensely proud to work with Dolby and be able to equip our theatre with Dolby Atmos and with the best-in-class speakers from Dolby. This is a significant milestone for us as we bring this premium entertainment experience to our patrons. We are confident these speakers from Dolby with the immersive sound of Dolby Atmos will give our audience a spectacular experience like never before."

Raj Mandir is one of the first cinema halls in north India to install Dolby's latest flagship screen speakers SYS 136 in their auditorium. SYS 136 has been installed in a 4-way setup at the site, with CS218XL adding Bass to the screen audio. MS460AS, 114RT and CS1090 speakers installed for the surrounds. The System is powered by a combination of Dolby's DMA series amplifier and 4 channel amplifiers.

Since 1976, Raj Mandir has been a well-known name in the film business and has been dubbed the 'Pride of the Nation.' When it comes to the newest technologies and customer experience, Raj Mandir has always been one step ahead. The Raj Mandir's partnership with Dolby will not only improve moviegoers' viewing experiences but will also set a new standard.

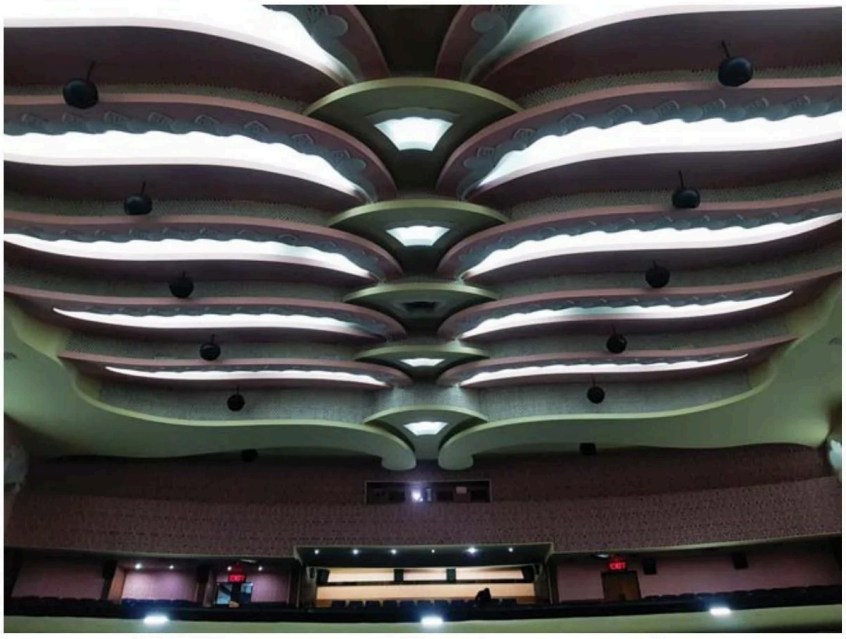
Founded in 2012 and owned by Rishi Khemka, ARK Infosolutions is a niche player and a leading value-added distributor for Technology Products in India with its world-class team and performance excellence for the industry segments like Animation, Broadcast Media, Film & Video post, Pro AV, Architectural Engineering and Construction, Gaming, Graphic Design, Manufacturing, Mechatronics, Product Design and Robotics.

Dolby Atmos is an audio system built specifically for theatres, with the sound that flows around you in an immersive environment. Dolby Atmos will provide a richer entertainment experience for the audience, allowing them to feel a stronger connection to the films they enjoy. With immersive audio that fills the cinema and flows all around them, Dolby Atmos will engage them in the plot. The audience will feel as if they are inside the action as the sounds of people, places, things, and music come alive with astounding realism and travel around the space. Dolby Atmos delivers a true and immersive audio experience that faithfully captures the artist's original intent.

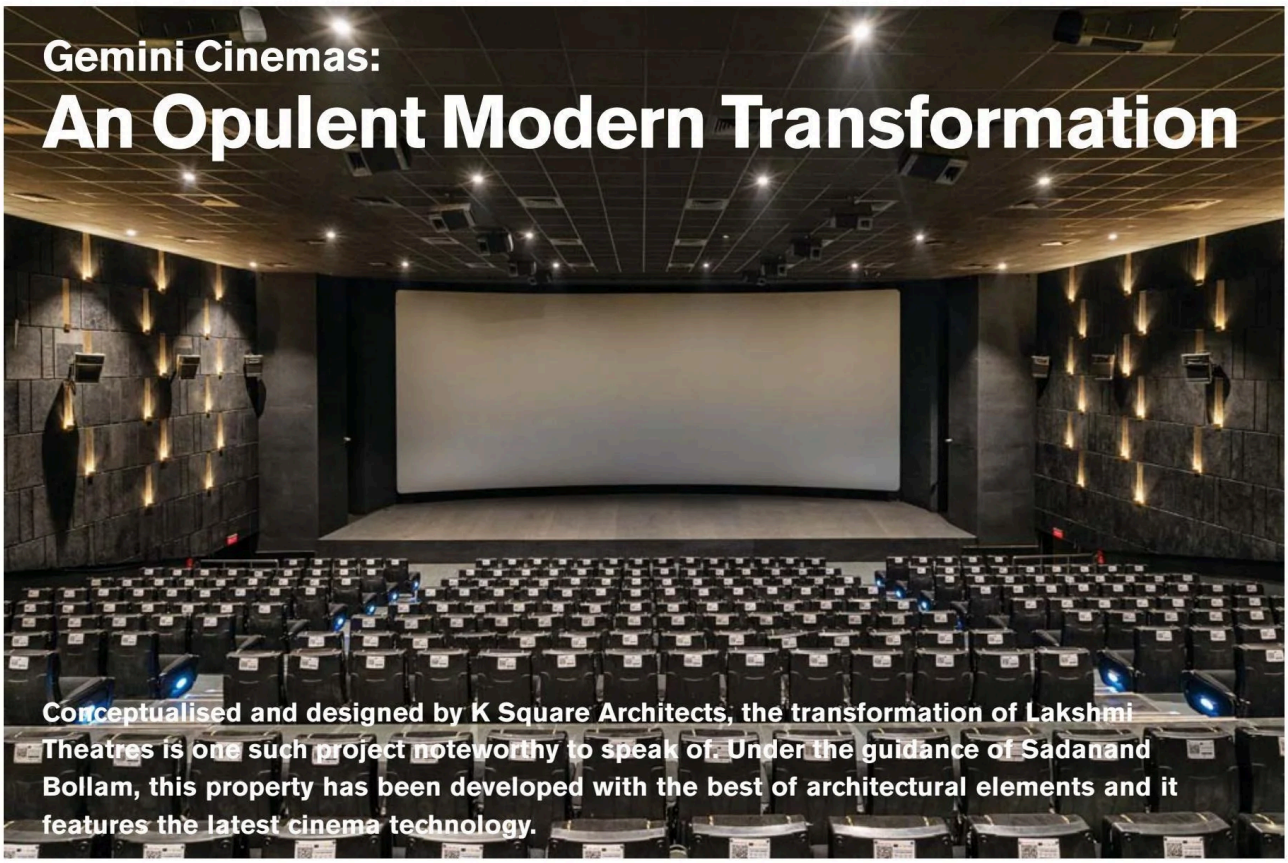
"When I visited Raj Mandir on my recent visit to Jaipur, I was rather overwhelmed to witness the theatre lobby. It has a palace-like feel with its distinctive architectural design. The quality of the sound and the projection inside the auditorium was mind-blowing. Now equipped with Dolby Atmos, the sound quality will sound even better. I was pleasantly surprised to notice that the auditorium was at 60% occupancy despite it being a weekday morning. Truly, this cinema has taken its legacy to the next level"

– Raghav, Editor-Publisher, TheatreWorld

Major studios, award-winning filmmakers, and exhibitors from all around the world have embraced Dolby Atmos as the preferred choice for next-generation sound in the theatre. Over 1000 movie titles have now been released in Dolby Atmos in seven different Indian languages in India, where over 750 cinemas are equipped with Dolby Atmos.



Gemini Cinemas:
An Opulent Modern Transformation



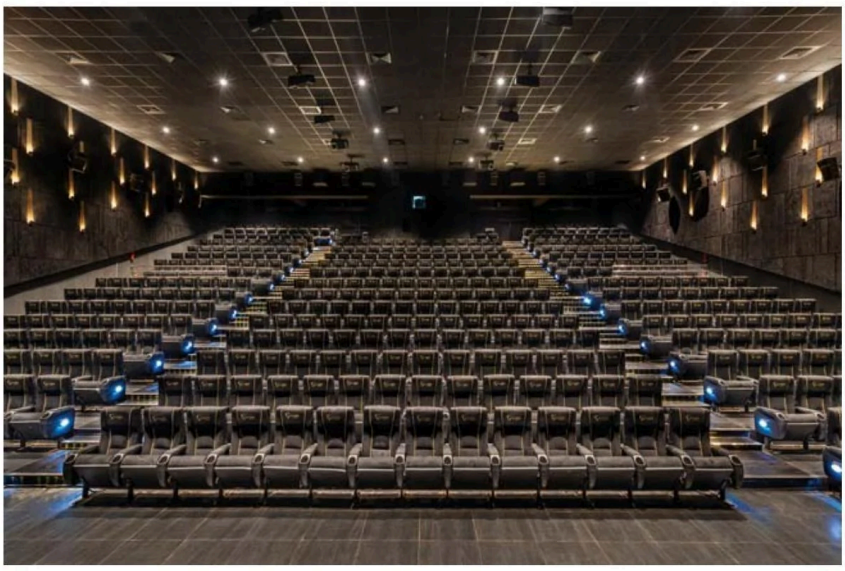
Conceptualised and designed by K Square Architects, the transformation of Lakshmi Theatres is one such project noteworthy to speak of. Under the guidance of Sadanand Bollam, this property has been developed with the best of architectural elements and it features the latest cinema technology.

Located in the city of Mancherial, Telangana, Gemini Cinemas had a vision to convert this property into a modern facility with the best of features that are predominantly offered by metropolitan multiplexes. Originally renowned as Lakshmi Theatre, this property was purchased by Sadanand Bollam, MD, Gemini Cinemas, Warangal in 2005 and was operated as a three-screen cinema until March 2020.

As a meticulous person, Bollam mentioned his desire to develop a unique property, and his desire was the basis of the design for this project. The property was renovated under the direction of K Square Architects. Mancherial having a diverse demographic has a healthy amount of Telugu, Hindi and English speaking/watching audience.

Before its renovation, the cinema featured a main screen with an old-fashioned balcony seating while the secondary screens had regular seating. The temperature within the premises were controlled by air coolers and fans. The lack of planning in the development of the property proved to be a challenge for K Square Architects as they began the renovation. The absence of professional consultation led to the underdeveloped nature of this property. The ad-hoc extension of the lobby, irregular seating levels and disorganised air-circulation hampered the efficiency of the management.

Being cognizant of the location, Gemini Cinemas demanded a bespoke design that was relevant to the history of the area and its people. Hence, catering to their client's needs, K Square Architects incorporated a design plan that drew inspiration from the Singareni coal mines that drives



businesses and livelihoods of the locals. The inspiration can be traced in the design elements such as the double-heighted lobby and the acoustic paneling of the main screen.

The elevation is sheathed with a multi-layer façade made of perforated metal panels intricately composed over a glass envelope. The façade is made of a high-performance glass that insulates the property from the heat outside and it provides a clear view of the mesmersing lobby on the upper level. The triangulated metal panels are intermittently highlighted with LED profile lights adding a dynamic dimension to the façade.

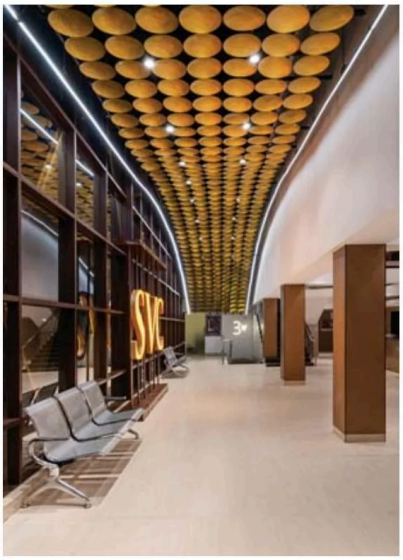
The ceiling of the double-heighted entrance welcomes its patrons with a suspended curvaceous art installation featuring golden shimmering plates that define the scale of the lobby. The design of the installation was inspired by the contours of the mining tunnels and the tracks that run along the passages. The idea was to offer a bespoke element defining the aesthetic of the project and create a visual experience that forces one to capture the moment. The box office is conveniently located adjacent to the entrance and is protected by an all-weather canopy.

Due to the structural constraints the main concession area is strapped for

height, however, it is compensated by the well-balanced placement of tinted mirrors on the ceiling. It gives an illusion of extra space and provides a larger-than-life experience to the otherwise conventional volume of space. Marble replica tiles are used to wrap surfaces that are used by the patrons to maintain ease and retain the premium ambience.

The design of the main screen is inspired from the lanterns that the miners carry along the quarry tunnels. It has a seating capacity of 461 and is predominantly black in theme. This theme is maintained to highlight the custom design lantern lights and also to enhance the viewing experience. The 50 feet silver screen from Galalite provides a wide viewing experience. It is configured with a Dolby Atmos system with the CP850 cinema processor powered by JBL speakers and Crown amplifiers. The projector used is Christie's CP4220.

The design of the second screen features facets and slits that are represented on the acoustic paneling. A dual colour theme with electric blue and grey has been adopted to create a dynamic pattern which are highlighted by a well-balanced

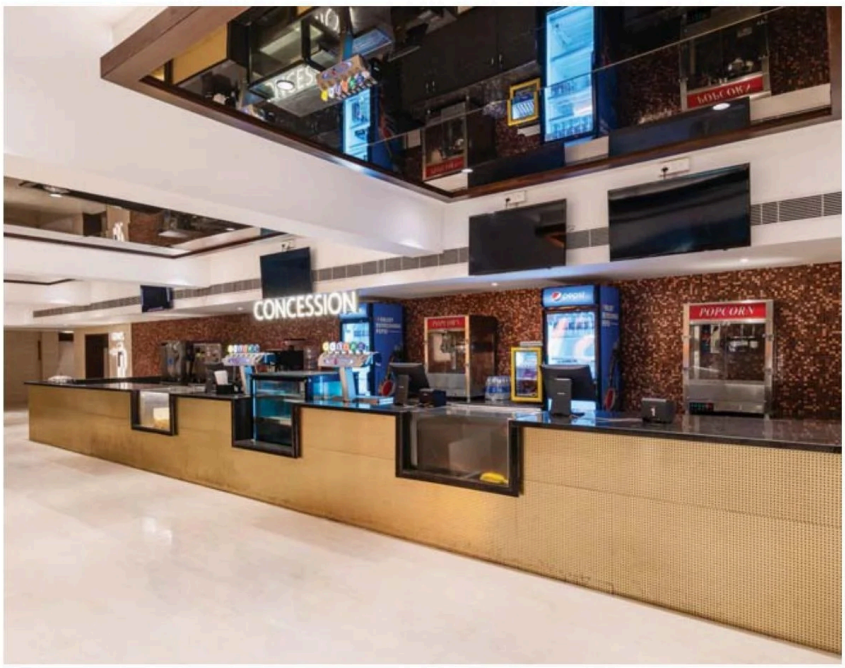


arrangement of linear profile light. It has a seating capacity of 250 seats.

The third screen is in a very compact configuration with 49 push-back seats and 9 recliners. The design aesthetic is clean with black and minimal highlights of patterned red acoustic, it maintains the attention on the screen.

The second and third screens are configured with a 7.1 system with JBL speakers and crown amplifiers powered by CP950 Digital Cinema Processor. The projection used is Christie's CP2215. JBL Cpi2000 Digital Cinema Processor powers the audio system in the third screen with Crown Amplifiers. The projection system is Panasonic AZ970.

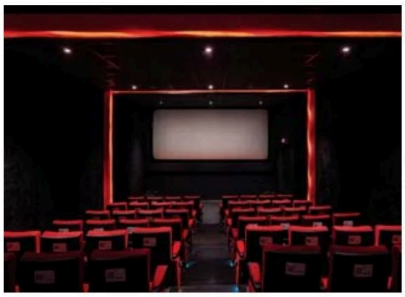
Because of the existing structure, K Square Architects had to conduct structural analysis to ensure minimum impact to the abutting screens while the main screen was being created into a gallery seating. This gallery accommodated the washroom underneath it. Having started the project before the pandemic, the design team at K Square made an extensive effort to remotely co-ordinate and initiate the renovation work involving structural and civil alterations. Their experience in handling similar critical projects remotely helped them onboard

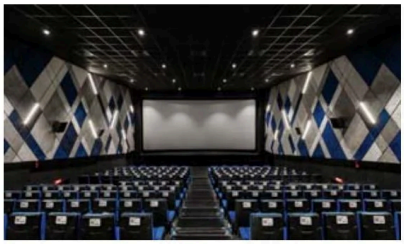


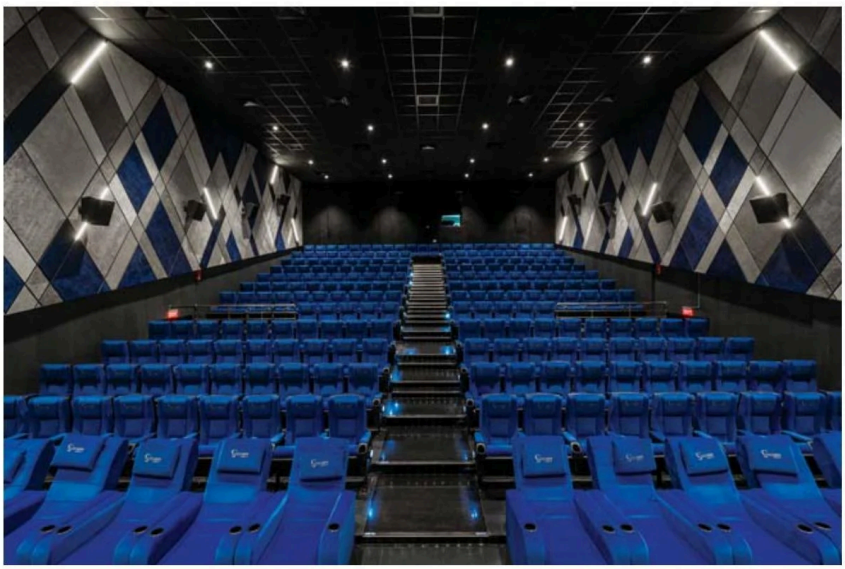
vendors and provide an efficient execution plan.

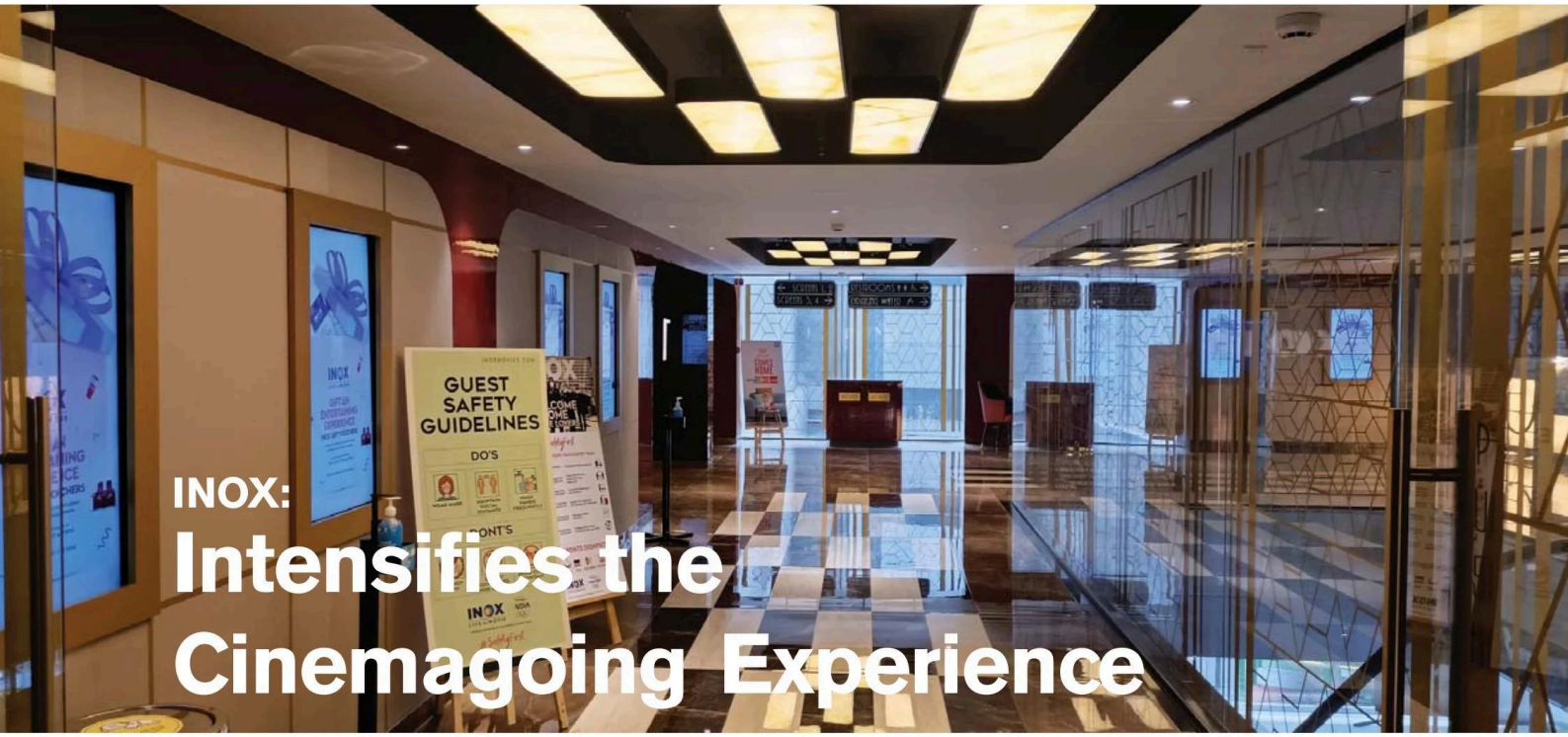
The acoustic works in the auditorium was executed by Bilal and with the support of his team. The fabrics for the furnishings within the cinema screens were procured from Nexgen Fabrics. The audio integration was executed by Digital Sound Systems. The seats were custom designed by K Square Architects keeping in sync with the theme of all three screens and was executed and installed by Baba Seating, Hyderabad.

Post pandemic and the advent of OTT releases the audience have an inherent desire for a larger-than-life experience that an OTT cannot offer. The need to socialise demands a well-designed and spacious lobby setup that provides convenient movement of the crowd and well curated concession at affordable prices. Provision of a large screen viewing experience with comfortable seating and well calibrated audio in addition the above said common areas have made SVC Gemini Cinema a go-to entertainment destination for the audience in Mancherial.









INOX: Intensifies the Cinemagoing Experience

One of India's major leading multiplex chains, has announced its new launches and upgraded refurbishments. With its expansion on a consistent go, this multiplex chain has left no stone unturned in providing a premium cinema viewing experience.

INOX AIPL Joy Street, Gurugram

With its launch in AIPL Joy Street, INOX marks its 6th multiplex in Gurugram. The multiplex boasts six impressively designed auditoria with a seating capacity of 940 seats, including 34 luxurious recliner seats. The theatre also possesses India's third MX4D Theatre, allowing moviegoers to enjoy the adrenaline rush of the movie scenes with multiple atmospheric and seat effects, all programmed in sync with the movie, taking experiential storytelling to a new level.

Each of the screen are soaked in comfort and are equipped with the best-in-class cinema technologies both for sound and projection. The auditoria are equipped with advanced digital Laser projection system for razor-sharp visuals. With their Dolby system, the theatres offer a great sound experience to its patrons. The vibrant 3D view powered by Volfoni Smart Crystal Diamond solution is complimented by an immersive ambience of the auditoria. With its recliner seating, the cinema offers its patrons a lavish and comfortable cinema viewing experience.

The multiplex features an expressive composition of contemporary art deco. The design grammar is finely detailed with ornamental and opulent features that play with texture, reflection, depth and colour. The patrons visiting the multiplex are greeted with a chic and sophisticated experience that leaves them in an awe.

The multiplex possesses an array of digital features that are customer-friendly like paper-less check-ins, touchscreen and QR code-enabled ticketing and interactive food-

ordering. The elegant live kitchen serves specially curated preparations even to those not watching a movie.

Commenting on the launch, Lalit Ojha, Regional Director- North, INOX Leisure, said, "People of this city like to be served with experiences which are thoughtfully created and served with passion and excitement. With the launch of six screens at AIPL Joy Street, we will further continue to delight our patrons with the best of INOX hospitality at a convenient location, easy accessibility, state-of-the-art facilities, and high-end technology."

INOX Z-Square Mall, Kanpur

INOX reopened and revamped its Z-Square Mall Cinema by introducing a premium cinema experience with Insignia. The revamped four-screen multiplex is now more vibrant, lavish and lively with a total of 886 seats that include 101 luxurious recliner seats.

The all-new Insignia offers an ultra-premium movie watching experience and the newly launched Insignia kitchen offers a menu specially curated by the celebrity chef, Vicky Ratnani. Insignia is INOX's in-cinema seven-star luxury dining experience that specialises in gourmet cuisines.

The kitchen offers a variety of sumptuous delicacies including Reloaded Nachos, Pizzas, Pastas, etc. The city's cinemagoers are treated to best-in-class cinema hospitality along with a premium cinema watching experience.

The guests are greeted by great visuals highlighting the impressive video walls, a stylish lobby and a large-curved food counter. To create an elegant and comfortable experience, a cozy lounge is attached to the Insignia.

INOX Sattva Necklace Mall, Hyderabad

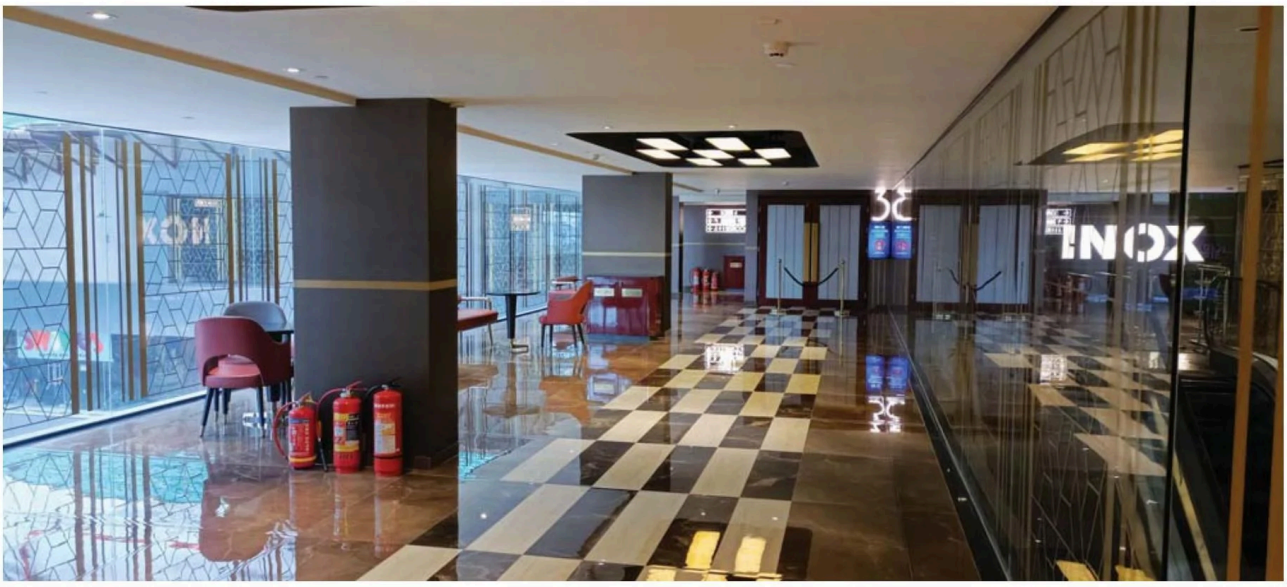
With this launch, INOX marked its 4th multiplex in the city of Hyderabad. Situated in Sattva Necklace Mall, Secunderabad, the new multiplex has seven impressively designed auditoria with a total of 1534 seats, including 103 recliner seats. The cinema's recliner seating offers a lavish and comfortable cinema viewing experience to the patrons of Hyderabad.

The expressive and contemporary design of the cinema greets the guests with a grand atrium stretching across the cinema. The multiplex is

designed with delicate forms and lines along with a flooring that breaks the linearity of the space. The cinema boasts a dedicated play area for kids and is aptly christened as Kiddles. It is a bright and exciting play area that is amply loaded with toys, books, activities and content for the younger guests. This makes their time at the cinema enjoyable and remarkable.

To quote, Mohit Bhargava, Regional Director- South, INOX Leisure Ltd, "This 7-screen cinema will offer an experience which is draped in modern luxury, advanced cinema technologies and abundant gourmet food options, which should make it a highly popular cinema destination in the Secunderabad vicinity."

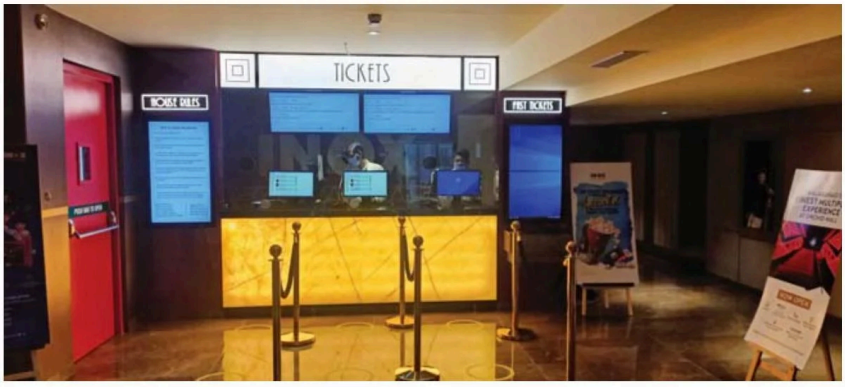
INOX Orchid Mall, Kalaburagi



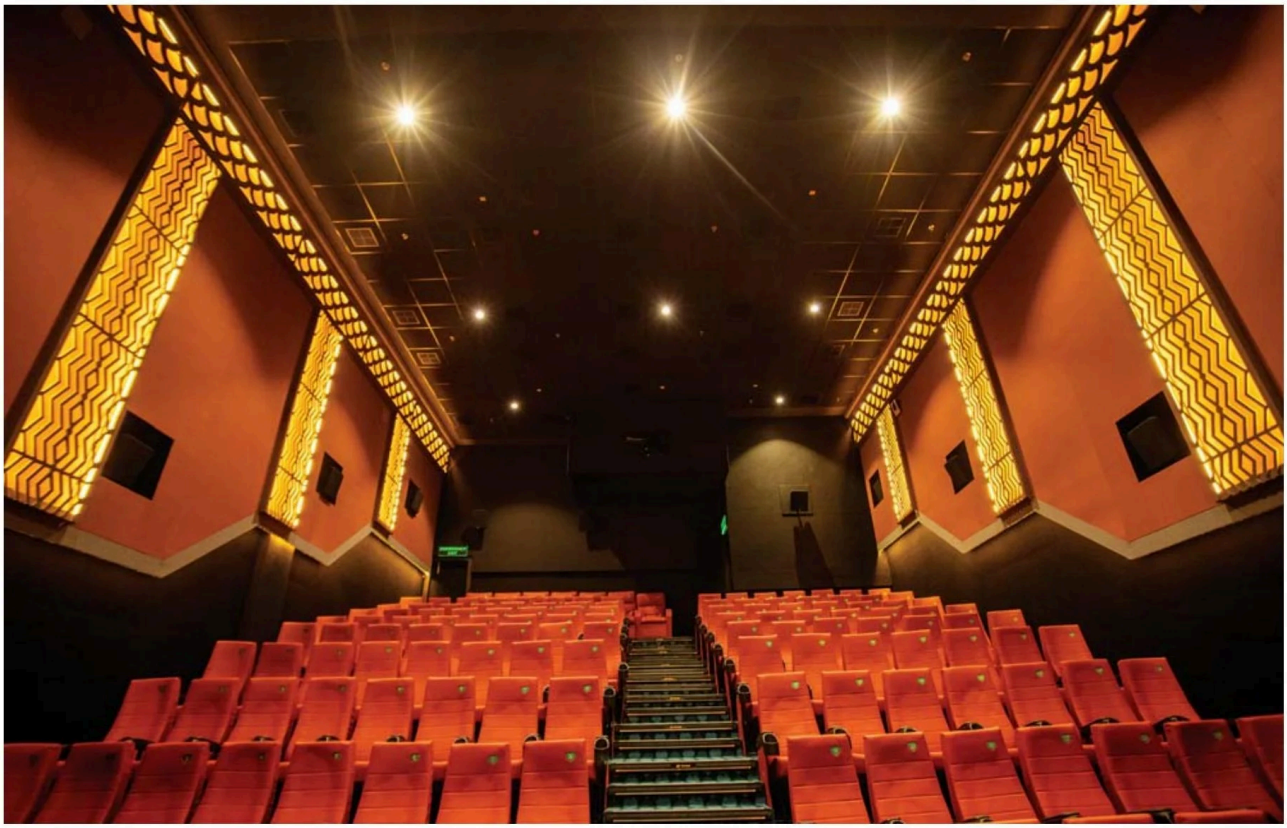
Kalaburagi's newest arrival was INOX's four-screen multiplex at Orchid Mall. The multiplex has a seating capacity of 794 seats including 24 luxurious recliner seats. The screens are equipped with the best of technology for sound and projection.

The multiplex has a seamless blend of burgundy along with gold and backlit alabaster. It has been designed in a contemporary and minimalistic way with art deco accents. The design grammar is finely detailed and is sure to strike a chord with the young patrons of Kalaburagi.

The multiplex possesses a string of user-friendly digital features, and the popular feature is interactive food-ordering. The Refuel counter serves a range of flavoured popcorns, sandwiches, Nachos and burgers along with beverages.



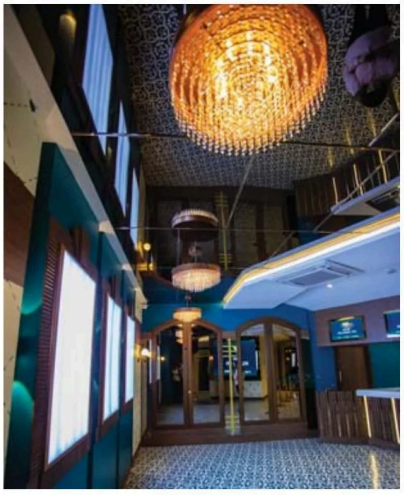
NY Cinemas:
Mulund's Refurbished Classical Theatre



Making movies accessible to all without compromising on the quality of the movie viewing has been the brand's foremost motto. And this property happens to be the latest feather on their cap. Popularly recognised for the catering to the cosmopolitan residents of Mulund, Mumbai; the cinemahouse was formerly known as Jai Ganesh theatre. This theatre hosts a two-screen multiplex that is curated with a classical look and feel.

NY Cinemas Mulund holds a historical relevance for the residents of Mulund. Having been the only cinema located in Mulund East, the former Jai Ganesh Theatre property represents a rich antiquity. The property has been rebuilt to cater to a two-screen multiplex in addition to a housing society. Acquired on lease by NY Cinemas, the property was then curated to the brand's ideology with a classical look and feel.

Given the space constraints, NY Cinemas had to take measures to maintain its recognisable classical appeal. After having converted to 1/3rd of the original single screen

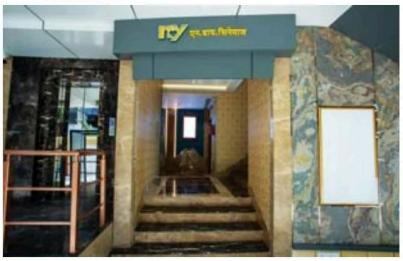


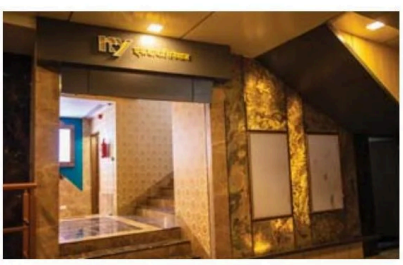
capacity appropriate justification has been made to ensure that the vintage and classical elegance of the final appearance is not compromised. NY Cinemas has emphasised on the comfort of the seating and cinema viewing experience and the aesthetics of the screen as it offers a full-fledged multiplex.

The assignment was taken up by NY Cinemas post the completion of

the civil work. Due to the space constraints, the fundamental challenge was to improve the cinema viewing experience. With their experience and technological advancements NY Cinemas was able to tackle this challenge and deliver a remarkable cinema viewing experience to its patrons. To make the most of the restrictive space, the screens feature hanging projectors and slimmer speakers behind the screen. It also boasts an adaptability of two different concession counters for vegetarians and non-vegetarians. The once challenges now appear as aesthetics of the cinema, making it one of the best multiplex experiences in Mumbai city.

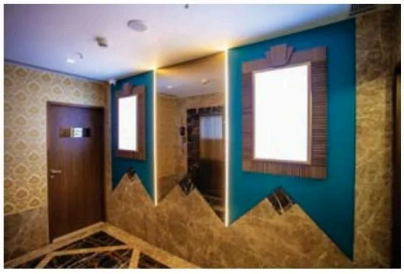
The cinema is equipped with 2K Digital Barco DCI compliant





projectors with the best screens provided by Harkness. It houses DOLBY 7.1 with JBL C222 Speakers.

With its unique touches the cinema is a home to the locals, especially to those who have memories associated with the original screen. Additionally, its attractive features and details of an old-school classical theatre have made the current generation to fall in love with the space as well.
As Mulund constitutes a cosmopolitan population, the cinema screens movies in various languages including regional languages like Marathi, Gujarati, Telugu, Tamil, Kannada, Malayalam and others.

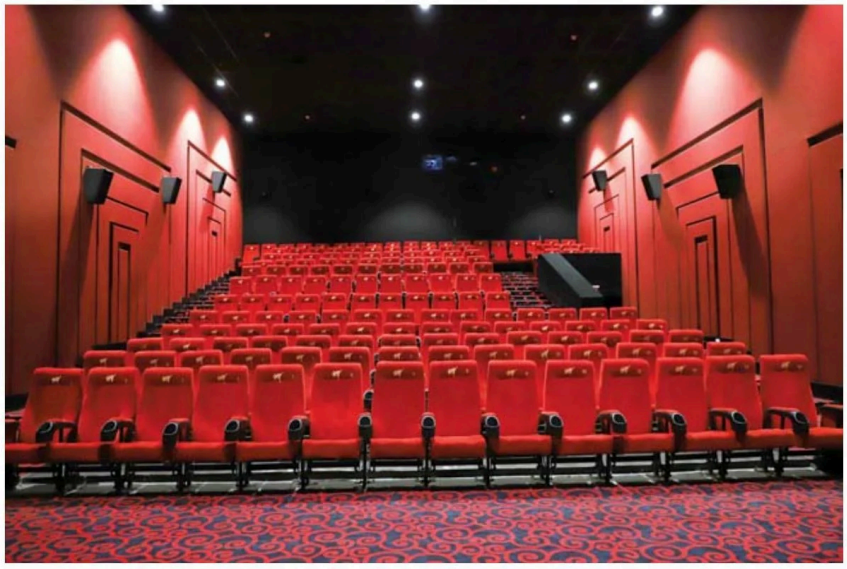


MovieTime Cinemas:
Touches New Heights

Being one of the most prominent multiplex chains, the brand has continuous and tremendous growth over these years. Recently operational with its new properties in Jammu, Gurugram and Ballari, this movie brand seems to promise some strong rooting in the Cinema Exhibition community.

MovieTime Cinemas, Jammu

The cinema property which was formerly known as Indira Theatre is located within KC Mall, Jammu and has been recently renovated and refurbished under the guidance of MovieTime Cinemas' promoters Ankit Kapur and Abhishek Kapur. The cinema has been conceptualised and designed by Sukriti Design Studio.



It features a three-screen multiplex with silver screens by Harkness for 3D projection, out of which two are mainstream auditoriums and one is a Premium Seating Auditorium. In order to offer best-in-class cinema viewing experience, MovieTime Cinemas offers its patrons sumptuous food options and has focused on providing an entirely digital food ordering system. The system is user friendly and accessible. One of the food options that is available to the patrons is Banaco's variety of flavoured popcorn.

The seating arrangements emphasise on comfort and experience; hence, they offer extra leg space between the rows and pushback recliner seats. The screens are equipped with Dolby Digital systems and Christie projectors to amplify the moviewatching experience.

The cinema is dominated by Hindi and Punjabi speaking guests and to cater to them with need the movies are screened in Hindi and Punjabi and English for the young and cosmopolitan crowd.

MovieTime Cinemas, Celebration Mall, Gurugram

This newly launched property in NCR is situated within Celebration Mall and has been equipped with the latest technology and facilities. It is a two-screen multiplex equipped with Harkness 2.4 Silver Screens.
The property was popularly and historically known as SRS Cinemas.

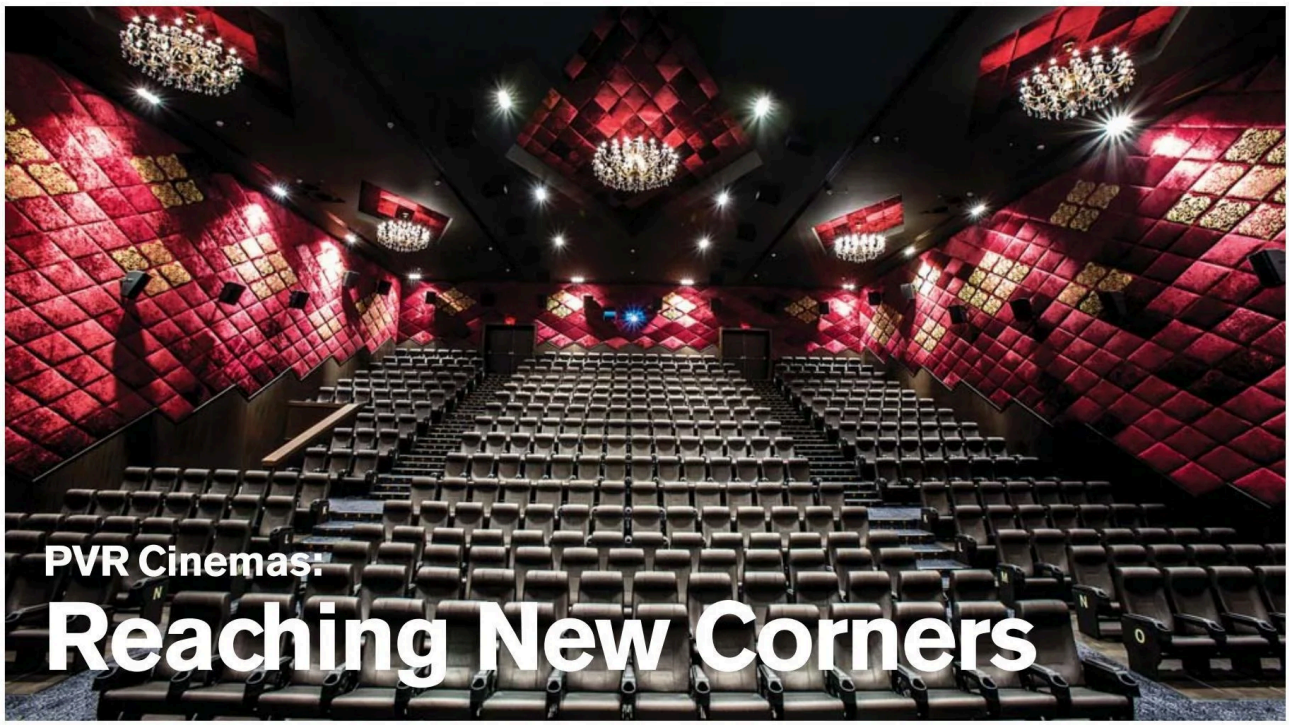
It is now equipped with the best-in-class cinema technology and one of its unique factors is its Live Kitchen. Like other MovieTime properties, it boasts a digital food ordering system that allows the guest easy access and efficiency in ordering.

Gurugram's multicultural crowd demands varied content, therefore, the cinema screens movies in English, Hindi, Punjabi, Telugu and Malayalam.

MovieTime Cinemas, SLN Mall, Ballari

MovieTime Cinemas in Ballari is situated inside the SLN Mall and is the first multiplex in the city. It provides its patrons a wholesome cinemagoing experience as a three-screen multiplex that consists of enhanced 2K projection systems and luxury seating.

It is equipped with Harkness 2.4 Silver Screens, audi equipment from Pulz Electronics and Panasonic DW830. The cinema has been designed by MnS Designs- Architects & Interiors to provide a comfortable yet aesthetically pleasing cinema watching experience.



PVR Cinemas: Reaching New Corners

The largest and most premium film exhibition company in India has launched two of their latest properties in the months of March-April. It has expanded its footprint in the South of India with a new five-screen multiplex in Hyderabad. At the same time, it has marked its debut in the state of Odisha with a six-screen property in the Steel City Rourkela.

PVR Atrium Mall, Hyderabad

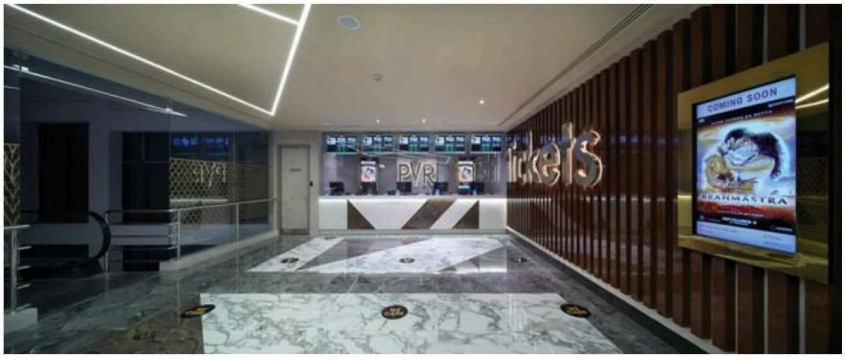
Integrated with the best-in-class theatrical solutions offering an immersive and enhanced cinematic experience, the newly launched Hyderabad property stands as an entertainment hub for cinema lovers. It is located at the Atrium Mall, Gachibowli, a popular destination for residents, students and locals.

With this opening, PVR strengthens its presence in Telangana with 67 screens in 12 properties and 301 screens across 49 properties in South.

The popular destination is surrounded by several residential units, educational institutes and a dense cluster of IT companies. The new property houses 927 seats with plush last row recliners with USB chargers and swivel tables for utmost comfort. The cinema is equipped with 4K projectors for ultra-high resolution and the audis host advanced immersive in-theatrical technological solutions like Dolby ATMOS sound with pro-ribbon HF while the Next-Gen 3D technology provides a more captivating and immersive viewing experience.

Typical of PVR properties, this cinema has a warm and welcoming ambience with a dazzling interior featuring magnificent chandeliers, red fabric panels on the auditorium walls with the 'V' patterned champagne gold metal/film inlays. The foyer boasts Italian marble flooring that accentuate the PVR experience. The cinema offers an array of options on its menu with a choice of Indian, Italian, oriental and continental cuisine. The food is curated to suit the varied palates of movie viewers and to deliver a healthy balance between health and taste.

Commenting on the launch, Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd, said, "South will continue to be our focal point towards expanding our screen's presence in the region. Regional movies made in the south are coming into the national mainstream and



winning the hearts of people across the country as witnessed in the recent past. Our screen presence in the South now occupies the leading share in our national circuit and we look forward to continue with our expansion plans in FY 2022-23 across the country."

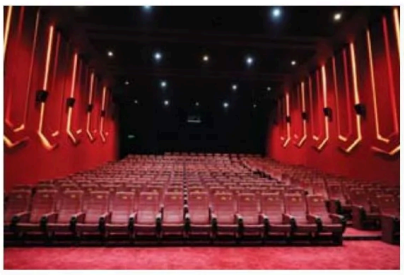
PVR Rourkela, Odisha

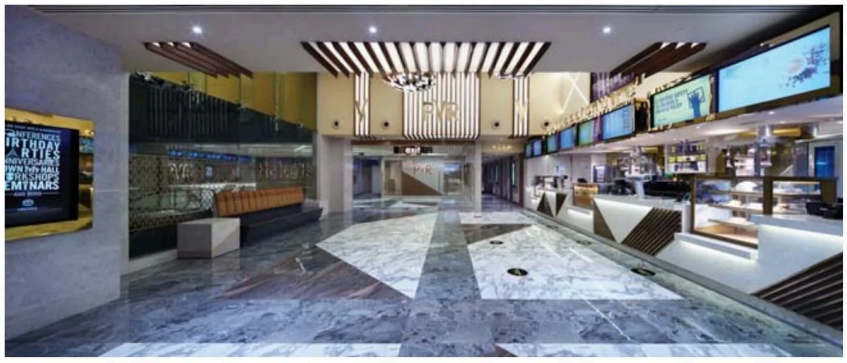
Strengthening its footprints across key markets, the newly launched property in Odisha boasts a six-screen multiplex making it the foremost multiplex in the state. Situated inside Forum Galleria Mall, the cinema is integrated with the best technological solutions and hosts a personalised hospitality service. Located in the steel city of Odisha, the property seats 987 people and the last row features imported recliner with leatherette upholstery, USB charger and a swivel table like its other properties for convenient dining and a wholesome cinema viewing experience.

The wide range of delicacies served and enjoyed in the luxury of comfortable recliners add to the property's uniqueness. Additionally, being in the heart of Rourkela the cinema is well connected and accessible to cinemagoers.

The cinema is styled in a modern design with sophisticated material finishes that provide a look of elegance and luxury to the multiplex. The foyer is visually pleasing with its trapezoidal shaped chandeliers that give a sense of grandeur and a warm and welcoming ambience. The six-screen property is equipped with cutting-edge cinematic technologies including 2K RGB+ Laser projectors, Next-Gen 3D screens and Dolby 7.1 for an unparalleled captivating and immersive experience.

Commenting on the announcement, Ajay Bijli, Chairman and Managing Director, PVR Limited said, "Our endeavour is to craft new experiences and innovation for movie lovers across the country. We are extremely delighted to introduce PVR Cinemas in the state of Odisha, which reiterates our commitment to strengthen our presence beyond metro cities. We are consciously foraying into the rapidly expanding suburban markets to address the growing demands for the big-screen experience. With a strong film line up and a huge pent-up demand from movie connoisseurs, we are ready to welcome audiences to our safe and secure cinemas for an unmatched movie-viewing experience".





"India is fast evolving as the hospitality capital of the world and we at PVR are trying to reinvent and redefine the cinema experience for our patrons so as to provide them with a memorable one each time every time they visit us. Setting our foot in East India with this cinema in Forum Galleria Mall, Rourkela, we are looking forward to expand our footprint in Odisha with more cinemas coming up in Bhubaneswar and Rourkela in the near future. We are looking forward to delighting our customers with the choicest of F&B offering alongside the best of Hollywood, Bollywood and regional cinema and do hope to become their preferred option for out of home entertainment. Welcome aboard to a world of comfort, luxury, convenience and happy memories", said Pramod Arora, Chief Growth and Strategy Officer, PVR Limited.

Series 11 of 12

Cinema Design Guide

– K M Suryanarayanan

The lobby is the face of the cinema theatre, as it is the first thing that attracts the attention of patrons when they enter. Rather than the interiors of the auditoriums, it may be wise to furnish the lobby space lavishly to create a great first impression!

SERIES

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The Lobby - Get Indulged

The lobby of a cinema theatre should be an impressive space, drawing people in and inviting them to hang out. Once there is a steady flow of footfall, the lobby becomes a revenue generating space and serves to create a positive impression about the theatre. Hence, utmost care in designing the lobby is important, especially as it is the first space that greets the cinema's patrons.

It is wise to spend money on lobby decor rather than spending money on the interiors of the auditoriums. An auditorium's primary purpose is to experience movies and it is best designed with minimal distractions, while the lobby space is all about aesthetics and attraction, in every way possible.

Lobby design and décor should ideally be larger than life, as it is the space for fun, for gathering and to spend joyful moments while building precious memories. The space should be visually large, with a minimum of 12 to a maximum of 30 feet height and should feature a vibrant ambience. The interiors of the lobby should maintain an elegant and contemporary flow. The fitments and properties in the lobby should adhere to the primary design concept. The design of the space should allow for easy maintenance as well.

When it comes to lighting, it's highly recommended to use either white or warm lights that match the lobby interiors. One should be extremely cautious about the use of coloured lights or colour-changing lights and if at all used, such lights should suit the overall design scheme. The lighting should be ambient and decorative and not harsh on the eyes.

Second to lighting, the lobby should have adequate seating areas, with comfortable chairs or couches for patrons to spend time before a show, or to relax with some popcorn and Coke.

Ticketing counters or self-service kiosks should be strategically placed for the convenience of patrons. It would be ideal to combine ticketing and concessions, thus utilising space more efficiently while automatically encouraging impulse buying.

The concession counters should be large enough to accommodate sufficient points of sale for the estimated crowd. Easy access and a quick turnaround are the key to customer satisfaction and higher sales as no one likes a long wait. The concession counters should be aesthetically designed, well positioned and should feature clean and well-maintained popcorn machines, glass-door refrigerators, coffee machines, soft drink dispensers, ice-cream freezers and pastry counters to influence and maximise sales.

The concession displays should be sized proportional to the concession counter. All the sales and price

displays in this area should be of the same brand and model with network connectivity for fast remote updates to the information displayed. The displays should be capable of playing high-definition content as well. The sales and menu screens displayed should be legible, sharp, eye-catching and easy to read.

A separate area with easy-to-use interactive touch-screen kiosks to encourage patrons to book tickets and concessions by themselves will help with speeding up sales and be attractive to the mobile generation.

If the cinema is a standalone structure and not a part of a mall, it is worth having a cafeteria attached to the lobby as it is a good option for patrons to spend time before or after the movies or even for casual and business meetups. This option should be considered based on the potential for business, weighed against the other amenities around the cinema.

Around the lobby, there should be a provision for dynamic and static advertising displays which can bring good revenue streams. Dynamic displays are advantageous as they provide easy ways to schedule content and provide proof-of-play for billing purposes. There can be displays at the entrance to each auditorium showing details such as the show timing, the movie poster and other information as well as ticket availability.

A well-equipped lobby should boast a promotional space for movie launch events, press conferences, product

launches and for more promotional material to be displayed. A large high-resolution display matrix or LED wall should be placed in a vantage position for advertisements and movie trailers. This will grab the attention of patrons and is sure to be the centre of attraction as well as a revenue generating space.

In today's world, selfie spots are a must! A smart, well-designed selfie spot that is dynamic and can echo the latest social media trends, logos, movie themes and caricatures will be an added attraction that patrons will enjoy immensely. An overwhelming response from patrons will, in turn, generate publicity for the theatre in social media.

A dedicated antique space in the lobby can be used to display some old projection systems that were used before any renovation. This adds an additional point of interest as it is a rare thing for younger patrons to see. Even if the equipment can't be showcased physically, a strategically located display can play content that showcases the history of cinema, the evolution of technology and beautiful art that reflects our social and cultural values.

The lobby should have easily accessible toilets with spacious entries and exits. Toilets should ideally be designed to be easy to clean and must feature sensor-based automatic flushing and automatic water taps. There should be an adequate number of urinals and toilets, proportionately to the capacity of theatres.

For security and safety, surveillance cameras should cover all the public areas of the theatre. For fire safety, extinguishers should be placed in specific locations, without affecting the interior design while still ensuring that they are easily accessible in an emergency. There should be fire alarms and a public address system as part of the lobby design. There should be an emergency first aid kit at an easily accessible place in the lobby.

The face of the cinema is the lobby, and based on its features, operations, maintenance and outlook, the cinema stands to benefit significantly. Spend time to perfect the lobby and keep it vibrant and welcoming.

The author K M Suryanarayanan (a) Sury is a passionate designer of sound and audio visual related space. He has been a key part of the above said credentials.
Post his graduation from Film Institute of Tamil Nadu in 1989, he started his career in sound recording and engineering and has won a National Award for best sound.

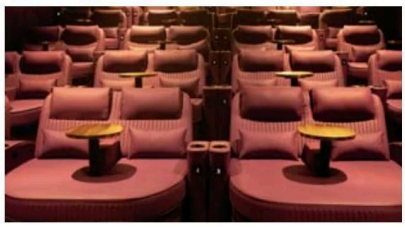
Sury heads an experienced design team at QDC that undertakes projects of larger magnitudes. He can be contacted on +91 98400 22880 / sury@qubecinema.com.

QDC will be happy to collaborate with investors/Cinema exhibitors to design their theatres and offer the audience a high quality immersive cinema experience.

Little Nap Recliners:

Continues to Place it's 'Client First'

LittleNap Designs has experienced remarkable growth with a manufacturing capacity of 75000 square feet and two factory spaces in Manesar and Haryana. As a self-grown brand, they produce around 3000 recliners a month. With the brand's ideology and conviction, they have increased their productivity significantly.



The name 'Little Nap' was chosen as the recliners emanate such comfort that they can instantly put the patrons into a napping mode. Little Nap is a firm believer of putting their clients first and their tagline focuses on '*One Team, One Dream*.'

Led by Ravinder Goel, Little Nap aims to develop and become India's no.1 brand as it has begun to standardise its operations from ordering to final delivery. The systems have been standardised to the point where they function entirely on autopilot. By using system security checkpoints at every level, they have increased precision to about 98%.

The brand's ideology and strong conviction, along with its sale staff have made these processes feasible. Little Nap has invited various theatre chains to collaborate with their design department and develop new and unique concepts that will alter the moviegoing experience. This led to Dhishoom Cinema and its unique pattern. They have also worked with the chains- PVR, Cinépolis and NY Cinema.

Despite the difficulties during the pandemic, they continued to work on their projects to innovate for a brighter tomorrow. While the cinemas had closed their doors temporarily, Little Nap focused on providing the cinema experience at home with their 'customise-your-chair' service. They built recliners as per their client's preferences and requirements.

Having inked memorandums of understanding (MOU) with Seating Spectrum and La-Z-Boy, Little Nap has already completed four large venues for PVR Cinemas in the Delhi Capital Region with Seating Spectrum. These properties feature state-of-the-art cinema sliders and rockers.

Little Nap's research divisions are equipped with cutting-edge technology that enable them to meet their customer's needs and desires. Their research division works extensively on innovation and design with the best-in-class experts and equipment. They are driven to redefine lifestyle with their innovative products.

They have boosted their output by incorporating new ideas to create a unique design that is ultra-comfortable. Their strength lies in creating recliners that meet the needs of their customers and that is why they continue to expand and increase their manufacturing.

Little Nap provides remarkable customer service to their clients as it emphasises on creativity and specificity. They incorporate the feedback received from their clients and adapt their production techniques. Additional features such as cup holders, USB ports, audio speakers and more are left to the customer's perusal.

They've increased production by a significant amount thanks to their new inventive techniques. It assists them in completing their tasks on schedule and providing the high-quality service for which they are known. Little Nap has always believed in diversification and information sharing, which has made them distinctive in the industry and contributed to their quick growth.

Cinema ElHoush:

Indian Fitments Go International!!!

Real Films, the Mumbai based cinema solutions company foray into the international market. Recently completing an open-air cinema in Saudi Arabia, the brand sets new standards looking forward to many more such projects to bag in with...

Real films has been a complete cinema solution provider. Over the past 12 years, they have become the cinema integrator and equipment supplier of choice nationwide. Real Films has successfully executed several turn-key projects nationally and internationally. Most notable is their recently completed project of an open-air cinema for the royal commission of AlUla in Saudi Arabia in Jan 2022.

The Saudi Arabian region of AlUla has no shortage of fun activities for locals and tourists to partake in, from concerts to hot air balloons, art exhibitions to culinary magic, but, if you're looking for a unique movie experience, then look no further than AlUla's Cinema ElHoush. This beautiful outdoor cinema is designed as the region's arthouse, a hub for arts and culture while catering to moviegoers five nights per week. Cinema ElHoush is a beautiful outdoor cinema, a hub for arts and cultural exchange in AlJadidah. Open five nights a week, the cinema screened arthouse films and world-class movies. Found within the cinema was a café and lounge offering delicious snacks and drinks, from snuggly sahlab and hot chocolate to dukkah-citrus popcorn and more. Cinemagoers grab local coffee with friends before their movies and participated in engaging discussions with directors.

Cinema ElHoush is the brainchild of Saudi film director, producer, and screenwriter, Mahmoud Sabbagh, who set out to establish one of the first true arthouses in the Kingdom. Before AlUla, in fact, it first launched in the coastal city of Jeddah. Saudi Arabia's first art house, Cinema ElHoush is championing independent movies, which veer away from mainstream commercial film-making. Independent films are often described as the cinema of the elite, given that they target an audience of refined taste and they do not make major revenues at the box office. They do, however, reap major global cinema awards.

Cinema ElHoush is seeking to prove its standing as a hub for arts and cultural heritage by selecting films that back this ambition. Its selection of movies boasts the best productions from Japan, Norway, Italy, Thailand, the United States, Egypt, Morocco and other countries. Saudi cinema will also be highlighted as film-making in the Kingdom takes steady steps towards claiming its spot on the global scene.

Cinema ElHoush aims to revive the forgotten archive of classic cinema from the 1970s and 80s. It will screen films from Arab and global icons, such as Ingmar Bergman, Federico Fellini and Khairy Beshara. Director Mahmoud Sabbagh described the new season at Cinema ElHoush as being three times greater than the previous one that was held in Jeddah al-Balad in 2019. As winter grips AlUla, he said: "The weather is not our main concern as the cinema is still operating independently and temporarily without clear licenses. We are awaiting the necessary permits so that it can operate on a regular basis and expand its reach," he explained.

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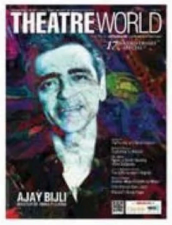

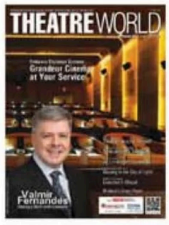

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