



27th May, 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: CINE LINE
--	---

Subject: Investor Presentation

Dear Sir / Madam,

Please find enclosed a copy of the Investor Presentation dated 27th May, 2022.

The contents of the Investor Presentation give full details.

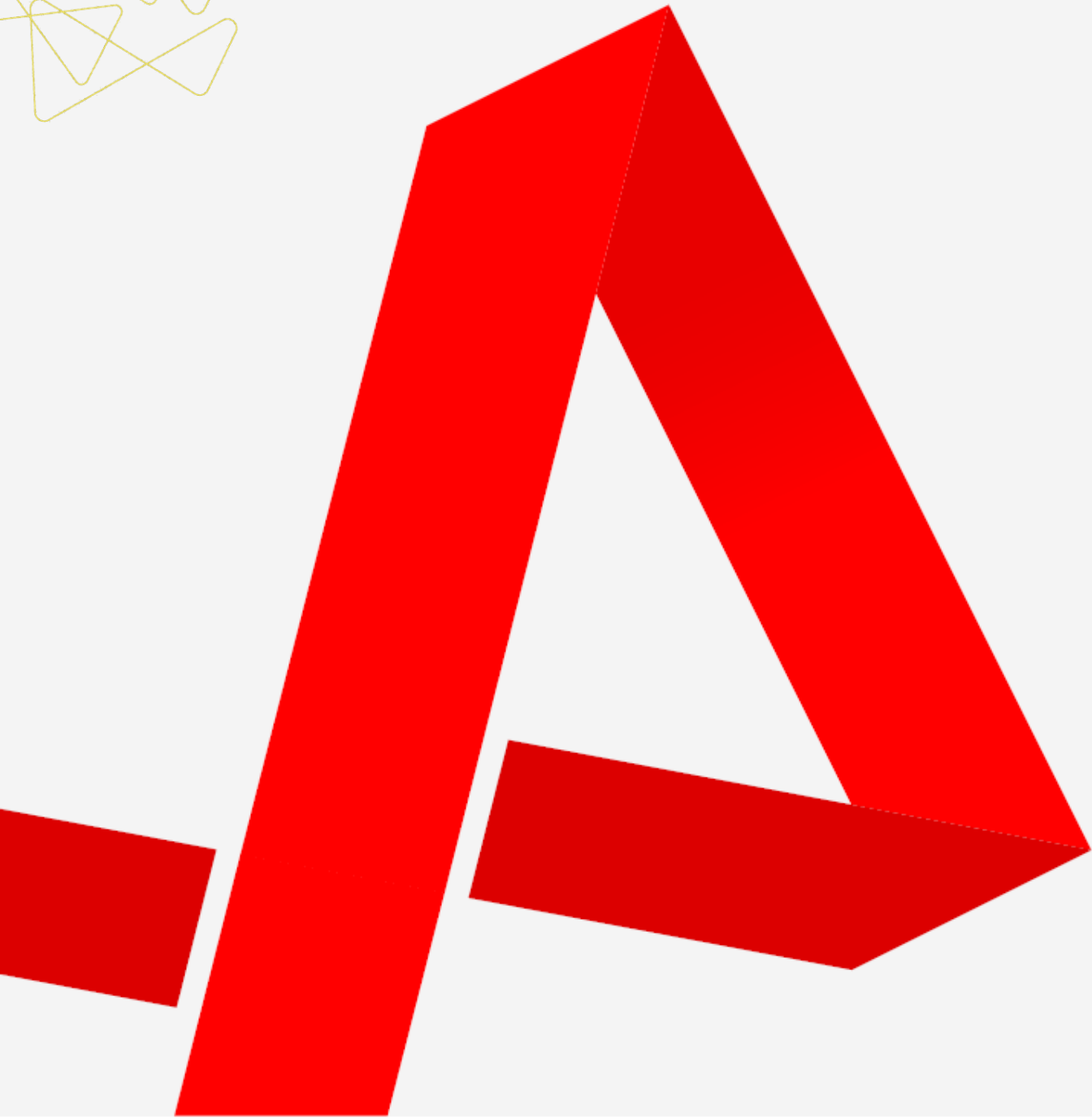
Kindly take the above information on your records and oblige.

Thanking you,

Yours faithfully
For, **Cineline India Limited**

Rashmi Shah
Company Secretary

Cineline India Limited



CINELINE

CINELINE INDIA LIMITED

MOVIE MAX

Investor Presentation

May 2022

This presentation has been prepared by and is the sole responsibility of **Cineline India Limited** (the “Company”). By accessing this presentation, you are agreeing to be bound by the trailing restrictions.

This presentation does not constitute or form part of any offer or invitation or inducement to sell or issue, or any solicitation of any offer or recommendation to purchase or subscribe for, any securities of the Company, nor shall it or any part of it or the fact of its distribution form the basis of, or be relied on in connection with, any contract or commitment thereof. In particular, this presentation is not intended to be a prospectus or offer document under the applicable laws of any jurisdiction, including India. No representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or opinions contained in this presentation. Such information and opinions are in all events not current after the date of this presentation. There is no obligation to update, modify or amend this communication or to otherwise notify the recipient if the information, opinion, projection, forecast or estimate set forth herein, changes or subsequently becomes inaccurate.

Certain statements contained in this presentation that are not statements of historical fact constitute “forward-looking statements.” You can generally identify forward looking statements by terminology such as “aim”, “anticipate”, “believe”, “continue”, “could”, “estimate”, “expect”, “intend”, “may”, “objective”, “goal”, “plan”, “potential”, “project”, “pursue”, “shall”, “should”, “will”, “would”, or other words or phrases of similar import. These forward-looking statements involve known and unknown risks, uncertainties, assumptions and other factors that may cause the Company’s actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements or other projections. Important factors that could cause actual results, performance or achievements to differ materially include, among others: (a) our ability to successfully implement our strategy, (b) our growth and expansion plans, (c) changes in regulatory norms applicable to the Company, (d) technological changes, (e) investment income, (f) cash flow projections, and (g) other risks.

This presentation is for general information purposes only, without regard to any specific objectives, financial situations or informational needs of any particular person. The Company may alter, modify or otherwise change in any manner the content of this presentation, without obligation to notify any person of such change or changes.

The image shows the exterior of a building at night. The 'MOVIE MX' logo is prominently displayed in large, illuminated, metallic 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**

Cineline India makes a grand comeback with 100+ screens tied up



Cinemas

26

Screens

101

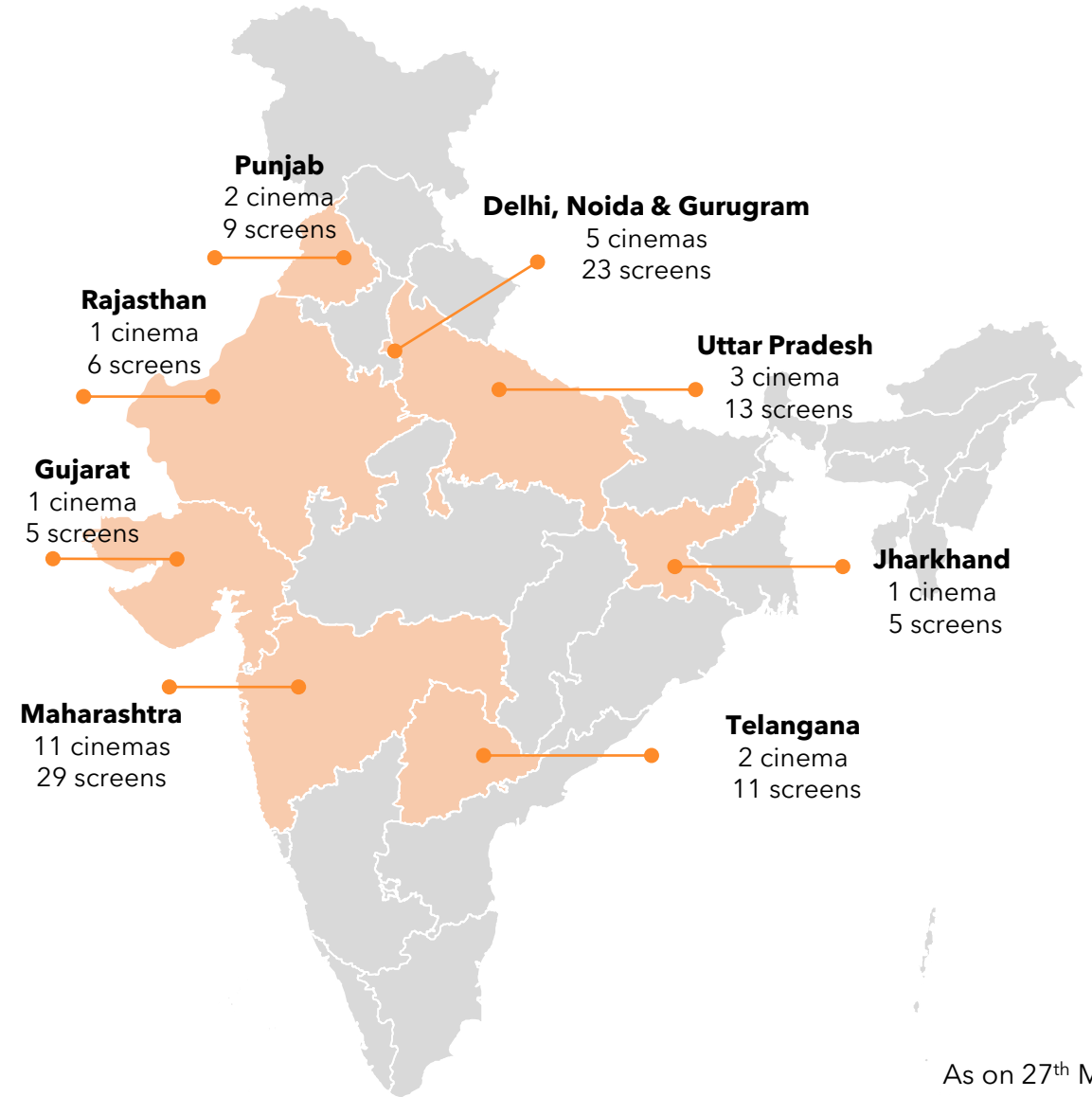
Cities

17

Seats

22,600+

...with many more in pipeline



As on 27th May 2022

Operational & Tied up Screen Breakup

Operational Screens

State	Properties	Screens
Maharashtra	9	23
TOTAL	9	23

Screens under Fit Outs

State	Properties	Screens
Gujarat	1	5
Rajasthan	1	6
Punjab	2	9
Delhi, Noida & Gurugram	1	6
Uttar Pradesh	2	9
Telangana	1	7
TOTAL	8	42

Tied Up Screens

State	Properties	Screens
Maharashtra	2	6
Delhi, Noida & Gurugram	4	17
Uttar Pradesh	1	4
Jharkhand	1	5
Telangana	1	4
TOTAL	9	36



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

“We are pleased to see a strong traction of footfall at MovieMax in April and May. While going live online and creating brand awareness for MovieMax started in April, we did very good business.

Post the pandemic, we are seeing huge opportunities in the film exhibition space, and we will aggressively grow our business.

We are focusing on Tier II & III cities because of lack of entertainment avenues especially multiplexes. We want to increase our penetration and acquire more screens, PAN India. We will look to convert single screens into multiplexes.

We are going to be a prominent player in this film exhibition industry, and we are targeting to tie up ~300+ screens by FY25”

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



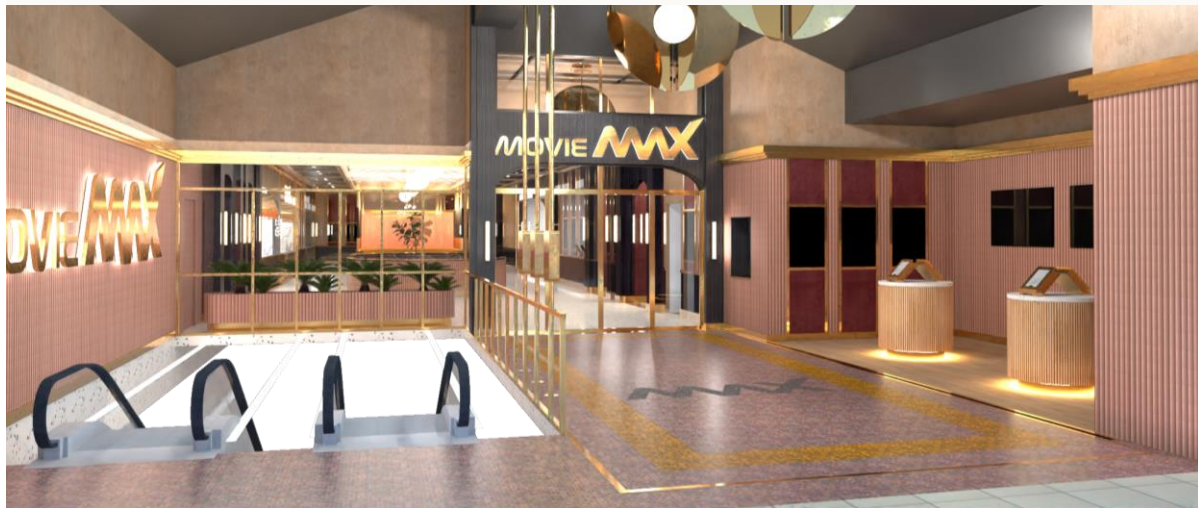
Our Cinemas



Our Entry



Lobby View





Our Cinemas



Our Café Lounge



Our Auditorium



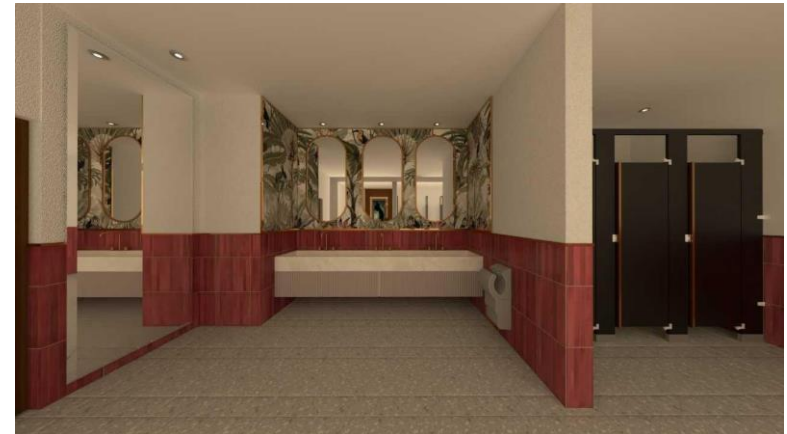
Our Cinemas



Movie Posters



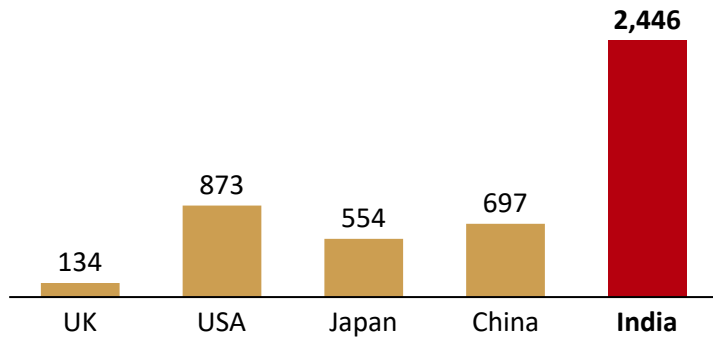
Washrooms



Great Opportunity for Growth for Cinema Business in India

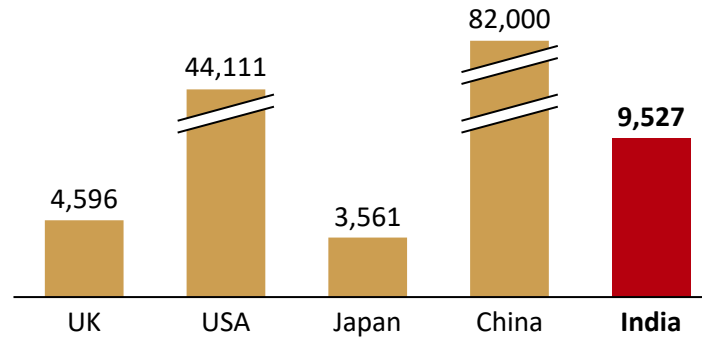
Film Release

Bases No. of film released in a Year



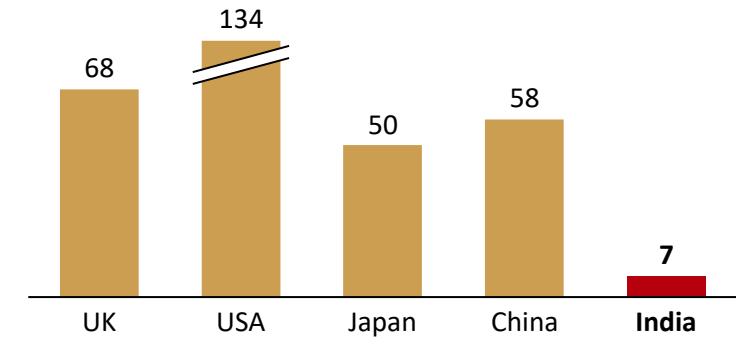
Screen Count

Lack of Screen Count in India



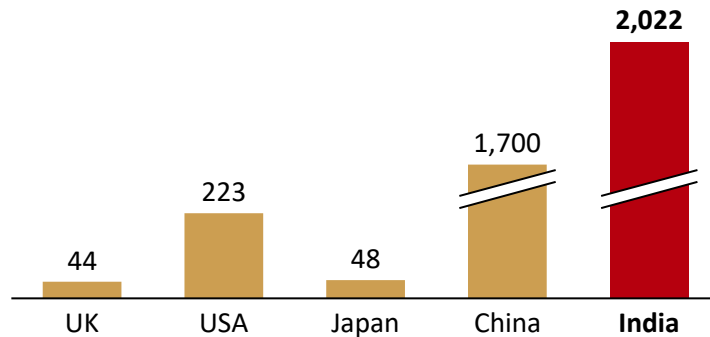
Screen Density

Lowest Screen Density (per million population)



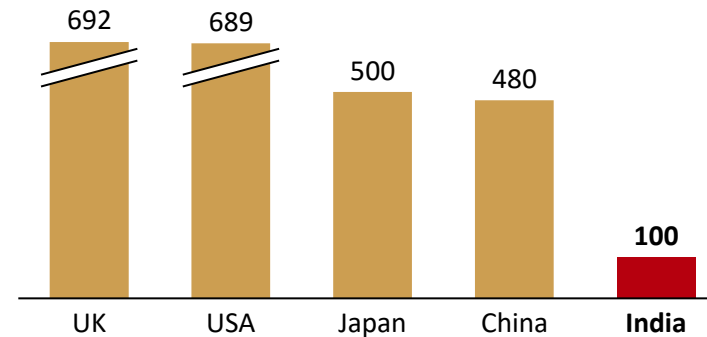
Admissions

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



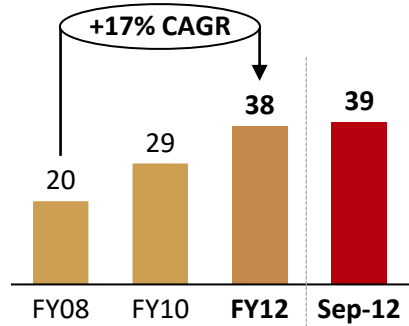
Healthy pipeline of movies



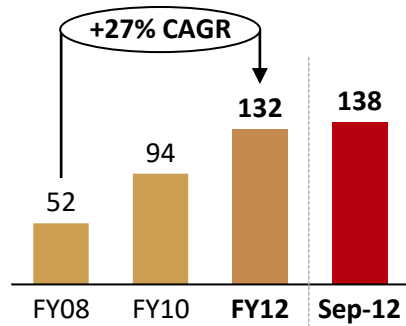
Regional content gaining traction

History of Cinema Business - CINEMAX

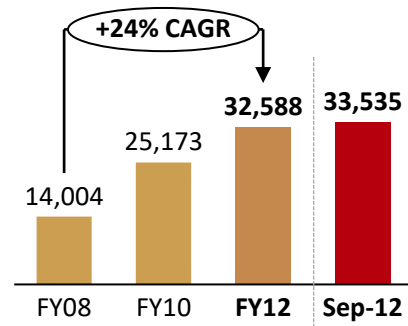
No. of Cinemas



No. of Screens



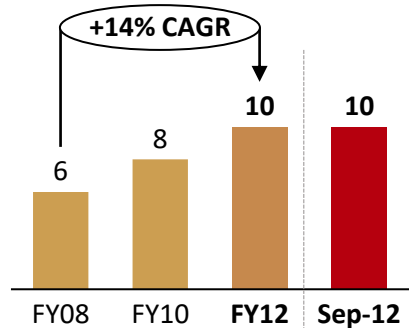
No. of Seats



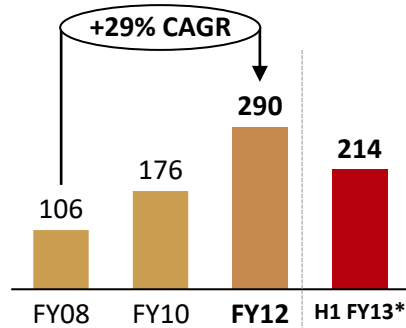
In 2012, CINEMAX was one of the leading Film Exhibitions Player in India



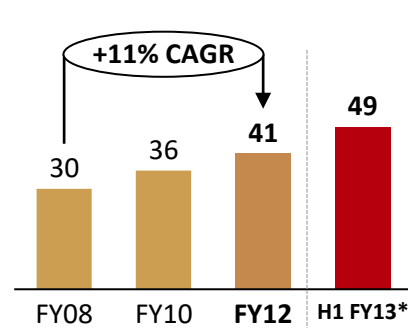
No. of Cities Present



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

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





THANK YOU

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