

LIVE-STREAMING  
EVENT AVENUES IN  
**INDIA**

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This report presents industry outlook and avenues for live-streaming events in India. The information is drawn from authoritative open sources.

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# INTRODUCTION



## INTRODUCTION

Live streaming is defined as the transmission of video of an event over the Internet, as it happens. It involves a site sending video footage of a live event to a user's computer or mobile phone or any electronic gadget "on the fly." Live streaming is just like the television broadcast of an event as it takes place.

Live streaming media is different from on-demand streaming. In live streaming, one must adhere to a prescribed time when an event would occur. In on-demand streaming, a user can watch the content at a suitable time. YouTube is one of the best examples of on-demand streaming.

The proliferation of the Internet and the subsequent rise in social media users has given rise to live streaming services worldwide.

The popularity of live streaming increased across the world after the [NBC Olympics Live Extra app successfully live streamed](#) the 2012 Olympic Games.

In India, live streaming began with real-time broadcasts of sporting events. Video games revolutionized this concept as gamers started streaming their video games live with fellow players.

A [report](#) on a news website stated that "according to the consulting firm EY, India had 160 million digital video viewers at the end of 2016, and there are about two dozen streaming services in India, and digital subscriptions rose 50% to ₹3.9 billion (\$60 million) in 2017."

Another [report](#) stated that many towns in India "view real-time interaction of live streaming as a mode to connect, share and exchange emotions, interact with and build communities in the rawest form, with their favorite content creators in real-time."

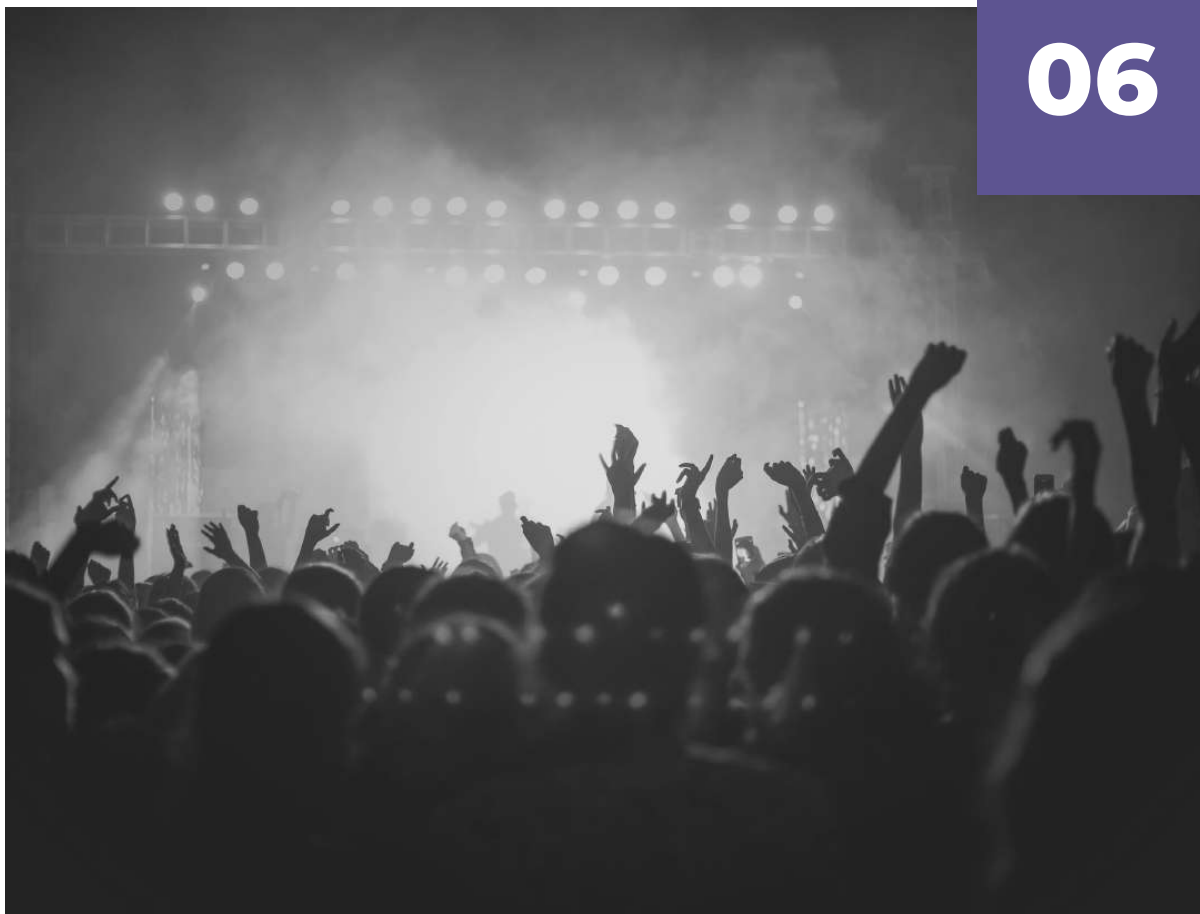
Over time, many multiplexes joined the trend and started live streaming important sporting events in their halls.

## INTRODUCTION

In October 2021, India's cinema exhibition company **PVR Limited** [announced](#) that they signed a pact with an Indian e-sports company Nodwin Gaming to stream gaming tournaments in its theaters.

Gradually, these multiplexes began live streaming musical concerts.

The live streaming of some international musical bands saw a good turnout of people, especially with the younger generation, in the theaters.



# **LIVE SCREENING CONSUMPTION & DEMAND IN INDIA**





# LIVE SCREENING CONSUMPTION & DEMAND IN INDIA

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## LIVE SCREENING CONSUMPTION & DEMAND IN INDIA

Over time, the demand for live streaming videos of sporting events and musical concerts has increased by leaps and bounds. The live screening of events in the theaters is likely to increase in India with the launch of the 5G services, which will ensure high-speed Internet connectivity.

In the recent past, the multiplex chains, such as **PVR Limited** and **INOX Leisure**, live streamed national and international sporting events in their theaters.

An Indian [media report](#) quoted Kamal Gianchandani, Chief of Strategy at PVR Limited, as saying, "PVR has the ability to stream events, having streamed football and cricketing events in the past."

Another leading multiplex chain INOX Leisure Limited has been screening cricket and football matches in its theaters. The INOX [live streamed](#) all the matches played by India at the 2022 ICC Men's T20 World Cup, held in Australia from 16 October to 13 November, in its cinema halls across the country.

The multiplex companies have also started screening musical concerts in its theaters across India.

Per a [media report](#), Gurgaon-based PVR and Mumbai-based INOX live-streamed the UK-based rock band Coldplay's concert in Argentina in its theaters on 29 October, 2022.

In March 2022, the PVR [live streamed](#) the musical performance of the South Korean band BTS in different Indian cities.



# LIVE SCREENING CONSUMPTION & DEMAND IN INDIA

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## LIVE SCREENING CONSUMPTION & DEMAND IN INDIA

A [report](#) on an Indian TV news website quoted a senior official of PVR Limited as saying: "Occupancy [for BTS show] was 90 percent across the cities, in all the theaters where we played."

The average ticket price was roughly around Rs 1200 [approximately \$14.68] and that's the highest we have charged for any form of alternate content ever. 90 percent of the audiences in these shows were young teens, girls and women in the age group of 13 to 22. This is something you don't see often."

A news website [report](#) stated that INOX has previously screened musical groups' documentaries like BTS, Metallica, and Westlife.

A 2022 [report](#) on an Indian news website stated that "a recent BTS concert screening had sold 40,000 tickets across three to four shows at INOX." The same report stated that "movie theaters are increasingly screening sports matches, music concerts, niche and independent animation flicks and documentaries to generate revenue."

There has been a significant drop in the number of audiences in theaters to watch movies given the availability of movies on different OTT [Over-The-Top Media Service] platforms. Even after the withdrawal of the COVID-19 restrictions, the theaters did not see a very encouraging number of attendees.

A [media report](#) cited a survey by the British market research group YouGov in India, stating that "69% of the respondents said their visits to film theaters had reduced, for reasons ranging from being too expensive to the availability of the online option."

Although the theaters started screening live events, the number of such shows is still meager.





# LIVE SCREENING OF MUSIC CONCERTS IN INDIA





# LIVE SCREENING OF MUSIC CONCERTS IN INDIA

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## LIVE SCREENING OF MUSIC CONCERTS IN INDIA

The live streaming of musical concerts got an impetus during the countrywide shutdown following the outbreak of COVID-19. Many musical bands took to social media platforms to air their concerts during that period.

According to a 2020 [report](#) on the website of English-language newspaper *Mint*, "online ticketing site BookMyShow has launched a series called Live From HQ, available live for audiences starting 25 March until 1 April with performances by popular independent music, comedy and other performing artistes on Instagram and Facebook."

Many live streaming services such as Twitch, Yoop, and Restream, among others, "have become more popular during lockdown [due to COVID-19] among musicians, especially as they try to bridge the gap between live concerts and virtual music streaming," stated a [report](#) on the website of an Indian magazine Outlook.

One of the growing native digital streaming platforms is Skillbox. A 2020 media [report](#) stated that "Skillbox has hosted 700 live shows" in India during the COVID-19 shutdown.

There are challenges to the live video streaming industry as well. To enjoy virtual musical concerts or live events from the comfort of one's home, an individual must have good Internet connectivity.

However, another [media report](#) stated, "the importance of streaming to the industry will continue to increase. Its share of total revenue in the music industry has grown from 9% to 47% in just six years."

It further stated, "The role of third-party platforms in shaping live entertainment distribution will continue to gain prominence. Fortnite [video game company] hosted a live rap concert during lockdown that attracted almost 30 million live viewers, which underlines the immense potential for cross-industry partnerships."

# LIVE SCREENING OF MUSIC CONCERTS IN INDIA

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## METaverse CONCERT

Internet penetration in India has increased over time. A [report](#) on the website of *Business Standard* quoted Indian Finance Minister as saying, "the Telecom Regulatory Authority of India's (TRAI) report in August 2021 said that total number of Internet subscribers has gone up to 82.5 crores [825 million]."

With a rise in the number of Internet users, the popularity of video live streaming services is likely to increase.

A 2022 [report](#) on the website of English-language daily *The Indian Express* stated that Cryptic Entertainments, a Punjab-based company, organized India's "first Metaverse concert on Somnium Space V.R.," an open and social virtual reality world.

The same report added: "In the Metaverse, artistes can perform anywhere in the world as people attend their concerts from the comfort of their homes. While you may be wearing a V.R. headset and viewing the concert alone, you will still be interacting with others in the concert's shared virtual space or through live chats during the performance."

The future of Metaverse is still uncertain, especially in India, but there has been a rise in the number of people attending virtual concerts.

The multiplex firms have also joined the bandwagon and held a few concerts in their halls.



# MULTIPLEX CINEMAS



# MULTIPLEX CINEMAS

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## MULTIPLEX CINEMAS

Over time, multiplex cinemas have gotten better of the single-screen theaters in India.

Before the arrival of the multiplex concept, there were thousands of single-screen theaters across the country.

A report on the website of a business daily [The Financial Express](#) stated that "from around 8,500-9,000 single-screen cinemas across the country in 2018-19, around 6,200 are still operating" and the majority of them are in one state, Andhra Pradesh.

It is happening because single-screen theaters have limited options as they can screen one movie at a time as opposed to multiplexes, where multiple films are screened together, resulting in more footfalls and revenue.

Many single-screen theaters have been redeveloped as multiplexes across the country.

A host of multiplex theaters are operating in India.

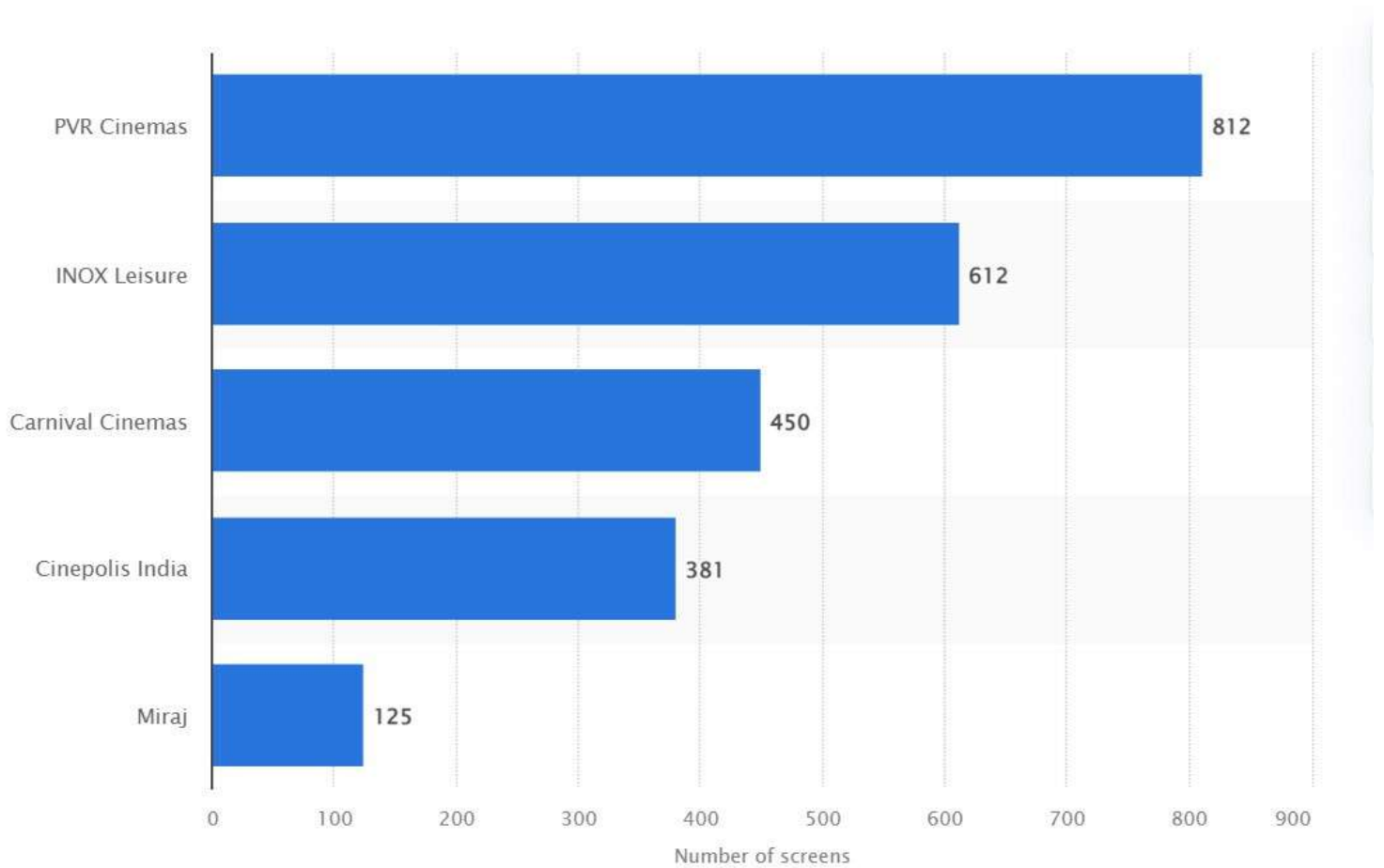
According to a March 2022 report on the website of the largest circulated English-language daily, [The Times of India](#), "PVR is India's largest multiplex chain with more than 850 screens, followed by INOX Leisure with about 650 screens."

The German-based company [Statista](#), which publishes market and consumer data, ranked PVR as the largest multiplex chain in India, with 812 screens in 2019, followed by INOX Leisure, Carnival Cinemas, Cinepolis India, and Miraj.

# MULTIPLEX CINEMAS

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## MULTIPLEX CINEMAS



Infographic shows leading multiplex chains operating in India (Source: statista.com, 26 November 2022)



# PVR CINEMAS



## PVR CINEMAS

PVR (formerly known as Priya Village Roadshow) pioneered the multiplex revolution in India. The Priya Village Roadshow started its journey in 1995 as a joint venture of Priya Exhibitors Pvt Limited and Village Roadshow Limited, according to a [report](#) on the website of English-language daily *Business Standard*.

The same report said the company set up its first Multiplex Cinema in Saket, New Delhi, in June 1997. According to *Business Standard* [report](#), in 2002, Village Roadshow Limited "sold their entire shareholding to Priya Exhibitors Private Limited" and became the PVR Limited from Priya Village Roadshow Limited on 28 June 2002.

The website of English-language business daily *The Economic Times* carried a chronology of significant events in the PVR's journey. It is mentioned below:

**November, 1994:** Joint venture agreement executed between Village Roadshow Limited, Australia and Priya Exhibitors Pvt Limited (PEPL).

**April, 1995:** The company was incorporated as a joint venture between Village Roadshow Limited and PEPL.

**February, 1996:** 1,199,300 Equity Shares of the company were issued to Ajay Bijli Motor Finance Limited.

**June, 1997:** PVR opened India's first multiplex cinema, PVR Anupam, a four-screen cinema, at Saket, New Delhi.

**June, 1997:** PVR computerized box office operations by selling computerized tickets at PVR Anupam.



## PVR CINEMAS

**January, 2000:** The company commenced the single-screen cinema PVR Priya at Vasant Vihar, New Delhi.

**August, 2001:** It opened a four-screen Multiplex Cinema, PVR Naraina, in New Delhi.

**November, 2001:** It launched a three-screen Multiplex Cinema, PVR Vikaspuri, in New Delhi.

**November, 2002:** PEPL acquired the entire shareholding held by Village Roadshow Limited.

**May, 2003:** The Western India Trustee and Executor Company Limited (WITEC), in its capacity as Trustee of India Advantage Fund – I, a trust registered under the Indian Trusts Act, 1882 and acting through its investment manager ICICI [Industrial Credit and Investment Corporation of India] Venture Funds Management Company Limited, acquired 38.45% stake in the company.

**May, 2003:** The PVR opened a seven-screen Multiplex Cinema, PVR Gurgaon, at the Metropolitan Mall, Gurgaon, Haryana.

**November, 2004:** It opened India's largest Multiplex Cinema, PVR Bangalore, with eleven screens at the Forum mall, Koramangla, Bangalore.

**May, 2004:** It opened PVR Plaza, a single-screen cinema with a heritage ambience at Connaught Place, New Delhi

**November, 2004:** It started operations at the first multiplex under the management fees/franchise model – PVR SRS, a three-screen multiplex Cinema at SRS mall, Faridabad, Haryana.

**March, 2005:** It opened its tenth multiplex cinema, PVR EDM, a three-screen cinema at East Delhi mall, Uttar Pradesh.

## PVR CINEMAS

2005

PVR Limited fixed its initial public offering price at Rs 225 [approximately \$2.75]

2008

PVR Limited appointed Sanjay Khanna as an Additional Director on the Board of the Company effective from 15 April 2008 to fill the casual vacancy caused due to the resignation of Amit Burman from the Board of the Company on 24 January 2008.

2009

PVR merged with Sunrise Infotainment Pvt. Limited

PVR acquired D.T. Cinemas of Delhi Land and Finance, a commercial real estate developer, for Rs 60 crore [600 million in Indian currency, approximately \$7.34 million]

2010

PVR opened another multiplex in Raipur, Chhattisgarh

PVR opened another multiplex at Allahabad, Uttar Pradesh and two more multiplexes at Ghaziabad, Uttar Pradesh.

PVR merged with Leisure World Private Limited, a private company

2011

PVR Limited and Canada-based company IMAX signed four theater deals in India

## PVR CINEMAS

2011

PVR opened multiplex at The Celebration Mall at Udaipur, Rajasthan

It opened multiplexes at Surat, Gujarat and Vasant Kunj, New Delhi

2012

It opened a multiplex each at Howrah, West Bengal; Nanded, Maharashtra; and Bilaspur, Chattisgarh

PVR opened eight screens multiplex in Mumbai

2013

The company launched its first IMAX Theater at PVR Phoenix Mills, Lower Parel, in Mumbai.

2015

PVR tied up with US-based CinemaCon to bring 4DX to India

PVR Limited strengthened its presence in South India

2016

PVR achieved a historic milestone of 500 screens.

PVR launched the PVR Superplex in Noida, Uttar Pradesh. Superplex has 12 to 15 screens or more under one roof

## PVR CINEMAS

In subsequent years, PVR Limited opened many multiplexes in different parts of the country.

In August 2018, PVR announced acquiring Sathyam Cinemas, a leading cinema exhibitor in the southern part of India, "in a cash plus stock deal valued at Rs 850 crore [8.50 billion in Indian currency, approximately \$104 million," according to an Indian [media report](#).

The same report said that with the acquisition, PVR Limited touched the mark of "706 screens across 152 properties in 60 cities."

Another [media report](#) in August 2019 stated that PVR announced crossing the milestone of 800 screens.

In November 2019, PVR Limited made a leap to the international market and opened its first multiplex in Sri Lanka's capital Colombo, an Indian [media report](#) said.

On 24 November 2022, a report on [Livemint](#) stated that "PVR strengthens its growth momentum" with "876 screens at 176 properties in 76 cities (India and Sri Lanka)."

In March 2022, the two largest multiplex firms, PVR and INOX Leisure [announced a merger](#) to launch a joint company.

A [media report](#) quoted PVR's Chief Executive Gautam Dutta as saying that PVR's "mega-merger with Inox Leisure" is likely to "close by February 2023."

The same report stated that "PVR Limited will invest up to Rs 350 crore [3.50 billion in Indian currency, approximately \$42.8 million] to open 100 new screens" in 2023.

## PVR CINEMAS

According to the website of [PVR Limited](#), its theatres are located in the following Indian cities:

Ahmedabad	Jalgaon	Nashik
Amritsar	Jammu	Nizamabad
Anand	Jamnagar	Panipat
Bareilly	Kanpur	Pathankot
Bengaluru	Karnal	Patiala
Bhilai	Khanna	Pondicherry
Bhopal	Kochi	Prayagraj
Bilaspur	Kolhapur	Pune
Bokaro	Kolkata	Raipur
Chandigarh	Kota	Ranchi
Chennai	Latur	Rourkela
Coimbatore	Lucknow	Satna
Dehradun	Ludhiana	Sri Ganganagar
Delhi-NCR	Malegaon	Surat
Gandhinagar	Mangalore	Thiruvananthapuram
Gorakhpur	Mohali	Udaipur
Guntur	Moradabad	Ujjain
Guwahati	Mumbai	Vadodara
Hubli	Mysuru	Vellore
Hyderabad	Nagpur	Vijayawada
Indore	Nanded	Warangal
Jalandhar	Narsipatnam	Zirakpur

## **PVR CINEMAS IN DELHI-NATIONAL CAPITAL REGION**

The PVR Limited has around 34 properties in Delhi-NCR [National Capital Region], according to its website. The NCR includes Delhi and several districts surrounding it from the states of Haryana, Uttar Pradesh and Rajasthan. The major cities such as Delhi, Faridabad, Ghaziabad, Gurugram, and Noida fall under NCR. Below is the list of PVR units in NCR.

1. PVR Plaza, Delhi: Plaza Building, Outer Circle H block, Connaught Place, New Delhi
2. PVR Rivoli Delhi: Regal Building, Baba kKharag Singh marg, Connaught place, New Delhi
3. PVR ECX Chanakyapuri Delhi: PVR YPCC Mall Yashwant Palace, Chanakyapuri, New Delhi
4. PVR 3C's Delhi: PVR 3C's Lajpat Nagar New Delhi
5. PVR Naraina Delhi: Community Center Industrial Area New Delhi-110028
6. PVR Sangam Delhi: PVR Limited PVR Sangam theater complex, R.K.Puram, New Delhi-110022
7. PVR Edm Ghaziabad: Plot No-1 EDM Mall Kaushambi Ghaziabad
8. PVR Shalimar Bagh Delhi: DLF City Centre Mall, 4th floor, A-Block, Community Centre, Shalimar Bagh, New Delhi- 110088
9. PVR PRIYA P[XL] with CGS Delhi: 61 Community Centre, Basant Lok Vasant Vihar, Delhi
10. PVR Pacific Subhash Nagar Delhi: Tagore Garden, Subhash Nagar, Delhi, NCR 110018, India
11. PVR Mahagun Ghaziabad: VC3 Sect- 3 Vaishali Ghaziabad

## PVR CINEMAS IN DELHI-NATIONAL CAPITAL REGION

12. PVR Select City Walk Delhi: Select City Walk Mall, District Center, Saket, New Delhi
13. PVR Promenade Vasant Kunj Delhi: PVR Limited, DLF Promenade Mall, 2nd floor, Nelson Mandela Road, Vasant Kunj phase-2, Vasant Kunj, New Delhi- 11007
14. PVR Directors Cut Ambience Mall: Ambience Mall, Nelson Mandela Road, Vasant Kunj, New Delhi
15. PVR Prashant Vihar Delhi: 2nd Floor Funcity Mall, Prashant Vihar, Delhi
16. PVR Saket Delhi 1 Community Centre, Saket New Delhi
17. PVR ECX Mall of India Noida: DLF MOIN, 4th floor, C502, Plot No 3, M-Block, Sector 18, NOIDA - 201301, UP
18. PVR Vikaspuri-Delhi: G-1 Community Centre, Vikaspuri, New Delhi
19. PVR Logix Noida: Logix City Centre: BW-58, Sector 32, Noida, Uttar Pradesh 201301
20. PVR Pacific D21 Dwarka: PVR Cinema Pacific Mall Dwarka Sec-21, Metro Station New Delhi-110077
21. Gurugram PVR Directors Cut Ambience Mall: 4th Floor, Ambience Mall, NH-8, Gurgaon
22. PVR Ambience Gurgaon: 3rd Floor, Ambience Mall, NH-8, Gurgaon
23. PVR Vegas Dwarka: PVR Vegas Mall, Sector 14 Rd, Pocket 1, Sector 14 Dwarka, Kakrola, Delhi, 110078

## **PVR CINEMAS IN DELHI-NATIONAL CAPITAL REGION**

24. PVR Gaur City Greater Noida: PVR Limited 4th Floor Gaur City Mall, Plot No C-01B/GH-01, Sector - 4, Greater Noida- 201301, Uttar Pradesh
25. PVR City Center Gurgaon: PVR City Centre Mall, 3rd floor, DLF Phase-2, Opposite Beverly park, M.G Road, Gurgaon- 122002
26. PVR Opulent Ghaziabad: 115 East Model Town G.T. Road Ghaziabad
27. PVR Mega Mall Gurgaon: DLF Mega-Mall, 3rd floor, DLF Phase-1, Sector Road, Behind Bristol Hotel, Gurgaon- 122002.
28. PVR Sahara Gurgaon: Sahara Mall, M.G. Road, Gurgaon
29. PVR MGF Gurgaon: 3rd Floor, MGF Mall, Gurgaon
30. PVR VVIP Ghaziabad: PVR Limited, 3 Screen, 2nd Floor, NH 58, Raj Nagar Extension, Ghaziabad, Uttar Pradesh 201001
31. PVR Star Mall Gurgaon: 2nd floor, Opposite 32nd Milestone, Sector-30, N.H-8, Gurgaon-122002
32. PVR Crown Plaza Faridabad: 1st Floor, Crown Plaza, Sec-15A, Main Mathura Road, Faridabad
33. PVR Piyush Mahendra Faridabad: PVR Limited Piyush Mahendra Mall, Faridabad Narela Rajeev Nagar, Aravalli Golf Course New Industrial Town Faridabad Haryana -121001
34. PVR Ansal Plaza Greater Noida: PVR Multiplex at Ansal Plaza Mall Plot No. -1/C, Near, Pari Chowk, Knowledge Park I, Greater Noida, Uttar Pradesh 201310



## KEY PEOPLE AT PVR CINEMAS



**Ajay Bijli:** Ajay Bijli, Founder of PVR Limited, is the Chairman and Managing Director of the company, according to PVR's [website](#). The same website said that Bijli is "on the Board of Trustees of the Mumbai Academy of the Moving Image (MAMI)," "the founding member of FICCI Multiplex Association (India)," and "a member of the Film and T.V. Producers Guild (India)."



**Sanjeev Kumar Bijli:** According to the [website](#) of PVR Limited, Kumar is the Joint Managing Director of PVR Limited and has been associated with the company since its beginning in 1997. It said: "As the Joint Managing Director, he manages the cinema acquisition and distribution business for the brand." The website added: "Sanjeev oversees the programming activities of the company, constant endeavour with Hollywood studios, film distribution, content selection, development & growth strategy, new business opportunities including digital and franchise opportunities, operations and marketing." He is Ajay Bijli's youngest brother.



**Gregory Adam Foster:** Foster, former Chief Executive Officer of IMAX Entertainment and Senior Executive Vice-President of IMAX Corporation, joined the PVR company's Board of Directors in October 2022, stated a [report](#) on the website of English-language daily *Hindu Business Line*. The same report stated that Foster is "the first American to be inducted in the company board." It added: "He currently owns and operates an entertainment and media consulting firm based in Los Angeles called Foster + Crew, Inc."

## KEY PEOPLE AT PVR CINEMAS



**Gautam Dutta:** Dutta is the Chief Executive Officer who joined PVR in 2006 as the Chief Marketing Officer, according to the [website](#) of PVR Limited. It said: "Dutta is responsible for advancing the company's mission and objectives whilst keeping the brand relevant to the changing audiences, developing and monitoring strategies for ensuring the long-term financial viability of the organization, promoting revenue and profitability, technology adoption and innovation."



**Kamal Gianchandani:** Gianchandani is the Chief Executive Officer of PVR Pictures and Chief of Strategy, PVR Limited, according to the [website](#) of PVR Limited. It said that Gianchandani joined the company in 1995. It added that Gianchandani "has held a number of senior management positions across the media and entertainment arena and has been the principal architect of company's strategy and drives external relations, film supply, digital and I.T. operations, filmed entertainment initiatives for the company."

## PVR ON SOCIAL MEDIA

PVR Limited has accounts on popular social media platforms such as Facebook, Twitter, and Instagram. It posts information about the company and the movies it is screening.



Facebook – "moviesatpvr" (2 million followers as of 27 November 2022)

URL: <https://www.facebook.com/moviesatpvr>



Twitter - @\_PVRcinemas (264,190 followers as of 26 November 2020)

URL: [https://twitter.com/\\_PVRcinemas](https://twitter.com/_PVRcinemas)



Instagram - @pvr cinemas\_official (414,000 followers as of 26 September)

URL: [https://www.instagram.com/pvr cinemas\\_official/](https://www.instagram.com/pvr cinemas_official/)

## CONTACT DETAILS

### PVR's Registered Office Address:

61, Basant Lok, Vasant Vihar, New Delhi. Delhi - 110057

Tel: +91-11-47604302

Fax: +91-11-41665789

Email id: [admin@pvrcinemas.com](mailto:admin@pvrcinemas.com)/ [investorrelations@pvrcinemas.com](mailto:investorrelations@pvrcinemas.com)

Website: <https://www.pvrcinemas.com/>

### PVR's Corporate Office Address:

Block A, 4th Floor, Building No. 9A, DLF Cybercity, Phase III, Gurgaon – 122002, Haryana - India

Phone: +91-11-4708100

Fax: +91-11-4708101

Email: [cosec@pvrcinemas.com](mailto:cosec@pvrcinemas.com)

Website: <http://www.pvrcinemas.com>

### PVR's Office Address in Mumbai:

7th floor, Lotus Grandeur Building. Opposite Gundecha Symphony, Veera Desai Road, Andheri West, Mumbai Maharashtra 400053



# INOX LEISURE





## INOX LEISURE

INOX Leisure was launched in 1999 and is a subsidiary of Gujarat Fluorochemicals Limited, an industrial refrigerant manufacturer, according to the website of [NDTV](#).

The same website said that INOX Leisure launched its first multiplex in Pune in 2002.

INOX Leisure Limited is the diversification venture of the INOX Group into entertainment, according to the [website](#) of INOX movies.

According to a [Business Standard report](#), the company "acquired the Calcutta Cinema Private-owned 89 Cinemas, in an all-share swap deal" in 2013. With this acquisition, INOX Leisure strengthened its presence in two Indian states, West Bengal and Assam.

In 2019, INOX Leisure launched India's first solar-powered theater in Mumbai, said a [report](#) on an Indian news website.

A website [report](#) said that as on 30 September, 2022, "INOX is now present in 74 cities with 165 Multiplexes, 705 screens and a total seating capacity of 1,57,290 seats across India."

In 2022, the company's profit margin increased.

According to a [report](#), the INOX Leisure Limited "reported a consolidated net profit of Rs 57.09 crore [570 million in Indian currency, approximately \$6.9 million]" for the April-June 2022 period.



## KEY PEOPLE AT INOX LEISURE



**Pavan Jain:** He is the Chairman of the INOX Group, which owns INOX Leisure, according to Group's [website](#). He is also the Managing Director of INOX Air Products Private Limited.



**Siddharth Jain:** Jain is the Executive Director of the INOX Group. He joined the Group in 2001 and has been actively involved in the Groups' Strategic Planning & Business Development initiatives, according to the Group's [website](#).



**Alok Tandon:** Tandon is the Chief Executive Officer of the INOX Leisure, according to Tandon's [LinkedIn profile](#). According to the profile, Tandon claims that he "spearheaded the organization from scratch, to a footprint of 702 screens" and said: "I have been responsible for making INOX Leisure achieve an aggressive positioning in the market share with a continued business growth." He joined INOX in 2001.



## CONTACT DETAILS

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# CARNIVAL CINEMAS





# CARNIVAL CINEMAS

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## CARNIVAL CINEMAS

Carnival Cinemas started its journey in 2012 by opening its first multiplex at Angamaly in Kerala, according to the [website](#) of Carnival Cinemas. Its head office is based in Mumbai. A [report](#) on a news website stated that Carnival Cinemas is a part of Carnival Group.

This business conglomerate has interests in cinema exhibitions, content production/distribution, food, and agriculture business. Carnival Cinemas, the Group's exhibition arm, operates 450 screens across India, said the same report.

On 13 December 2021, a [report](#) on the website of the daily newspaper *Mint* stated that India's third largest multiplex chain Carnival Cinemas "has been embroiled in controversy over unpaid dues to employees and rent to landlords."

The same report added that the Carnival Cinemas dismissed "fears of closure and claimed it is on track to realizing its '1,000-screen vision' and that the recent appointment of Vishal Sawhney as the Chief Executive Officer was a pointer to that."

A [report](#) on an Indian business daily's website cited data from business intelligence firm Tofler as saying that the "Carnival Films Pvt. Ltd reported a consolidated loss of ₹253 crore for the period ended 31 March 2019." The report added that film trade experts believed that the crisis for Carnival Cinemas "began before COVID-19," but "the pandemic has devastated the theater business in general, it is much worse for this company."

In 2014, Carnival Cinemas acquired the "100% stake in multiplex operator Big Cinemas, a division of tycoon Anil Ambani's Reliance MediaWorks Ltd.," according to an Indian media [report](#).

The background of the top section is a black and white photograph of a cinema hall. In the foreground, rows of empty seats are visible. In the background, a movie poster is partially visible with the text "SWAGAT NAHI KAROGE HAMARA?". To the right, another poster for "CARNIVAL CINEMAS" is visible with the tagline "THE BEST MOVIE EXPERIENCE".

# CARNIVAL CINEMAS

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## CONTACT INFORMATION

Carnival Films Private Ltd.

Carnival House, General A.K. Vaidya Marg, Off Western Express Highway, Dindoshi, Malad (East), Mumbai 400097

Telephone: +91-771 0097 900

Email: [support@carnivalcinemas.in](mailto:support@carnivalcinemas.in)

Website: <https://www.carnivalcinemas.com/>

Twitter URL: <https://twitter.com/carnivalcin>

Facebook URL: <https://www.facebook.com/CarnivalCinemaIndia/>

Instagram: <https://www.instagram.com/carnivalcine/?hl=en>



# CINEPOLIS INDIA



## CINEPOLIS INDIA

It is a part of the Cinépolis, a Mexican movie theater chain, according to an [Indian media report](#).

According to the [website](#) of Cinépolis India, the company currently operates 422 screens under the brand names of Cinépolis, Cinépolis VIP, Cinépolis Junior, Cinépolis MacroXE and Fun Cinemas. Cinépolis India started its journey in India 2009, according to a report.

It opened its first multiplex in India in 2009 in Amritsar, according to a [report](#). The same report stated: "In 1999, it was also world's first cinema exhibitor to pioneer the concept of luxury movie theatres, establishing the first luxury theatre experience in Mexico City."

In an interview with an [Indian news website](#), Javier Sotomayor, Managing Director, Cinépolis India, said that "the frequency of attendance in the South is higher than the frequency in the North or any other region."

Devang Sampat is the Chief Executive Officer of the Cinépolis India, according to a [media report](#).

In May 2022, a [media report](#) quoted Sampat as saying that Cinépolis India "is planning to add 60 screens" in financial year of 2023, which ends on 31 March 2023.

According to Sampat, "in 2018 and 2019, Cinépolis added about 21 screens annually."



**CINEPOLIS INDIA**

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## **CONTACT INFORMATION**

Office Address in India

10th Floor, DLF Two Horizon Centre, DLF-V.

Golf Course Extension Road, Sector 58, Gurugram

Email: [support@cinépolis.com](mailto:support@cinépolis.com)

Website: <https://www.cinépolisindia.com/>

Facebook: <https://www.facebook.com/CinépolisIndia>

Twitter: <https://twitter.com/IndiaCinépolis>

Instagram: <https://www.instagram.com/cinépolisindia/>



# REVENUE DYNAMICS



## CASES IN POINT

The cost of a live-streaming event varies from event to event and theater to theater.

**BTS Concert** - PVR Cinemas live-streamed Korean pop band BTS' "Permission To Dance On Stage" concert across India on 12 and 13 March, 2022.

According to a [report](#) on an Indian news website, the tickets for BTS' live concert were available from Rs 1500 [approximately \$18.32] to Rs 4200 [approximately \$51.31].

The costs of tickets for the recorded concert were between Rs 1000 [approximately \$12.22] and Rs 1800 [approximately \$21.99].

INOX Leisure too screened the event, and a [report](#) said that the "BTS concert screening had sold 40,000 tickets across three to four shows at INOX."

**FIFA World Cup** - PVR Cinemas are live-streaming FIFA World Cup matches, with average cost of each ticket estimated to be Rs 350 [\$4.33].

INOX Leisure is screening live matches of FIFA World Cup 2022, and each ticket in Delhi costs Rs Rs 244.43 [approximately \$2.99].

**Private Screening Model** - In March 2021, PVR Cinemas [announced](#) the launch of its private screening services and stated that people could book an entire theater for a private screening at the cost of Rs 4,000-5,000 [approximately \$48.89-\$61.12].

The same report added that INOX Leisure allowed people to book the entire theater for public screening at Rs.2999 [approximately \$36.66]. According to a report, the ticket cost for a movie in a multiplex in Delhi is nearly Rs 350-400 [\$4.28-\$4.89].



# REVENUE DYNAMICS

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## PROJECTION FOR DELHI-NATIONAL CAPITAL REGION

The seating capacity differs from one multiplex to another.

For example, the PVR ECX in South Delhi has a total of 1,001 seats, whereas some other multiplexes have a seating capacity ranging from 600-1200 seats.

There are 34 PVR halls in Delhi. INOX Leisure runs five multiplexes and Cinepolis owns seven theaters.

Each multiplex has more than one screen.

On an average, each multiplex would have a capacity of maximum 400 seats for live-screened events, with movies running simultaneously on other screens within each multiplex.

Hence, the total seating capacity for live-screened events in PVR, INOX Leisure and Cinepolis multiplexes is estimated to be 18,400.

Event Type	Ticket Price	Total Seats	If Occupancy is 80%	Expected Revenue
<b>SPORT</b> (FIFA World Cup)	\$4	18,400	14,720	\$58,880
<b>CONCERT</b> (BTS Concert)	\$30	18,400	14,720	\$441,600

# REVENUE DYNAMICS

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## PROMOTION AVENUES

The multiplexes typically use a multi-medium strategy to promote live-screened events.

The promotion involves advertisements in newspapers and TV channels, flash advertisements on billboards, and aggressive social media messaging.

Some examples of promotions are as below:



*INOX advertisement in newspapers about live screening of cricket matches*

# REVENUE DYNAMICS

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## PROMOTION AVENUES



INOX Leisure billboard in Delhi about live screening of Coldplay music concert in multiplexes



PVR web promotion about live screening of Coldplay music concert in multiplexes

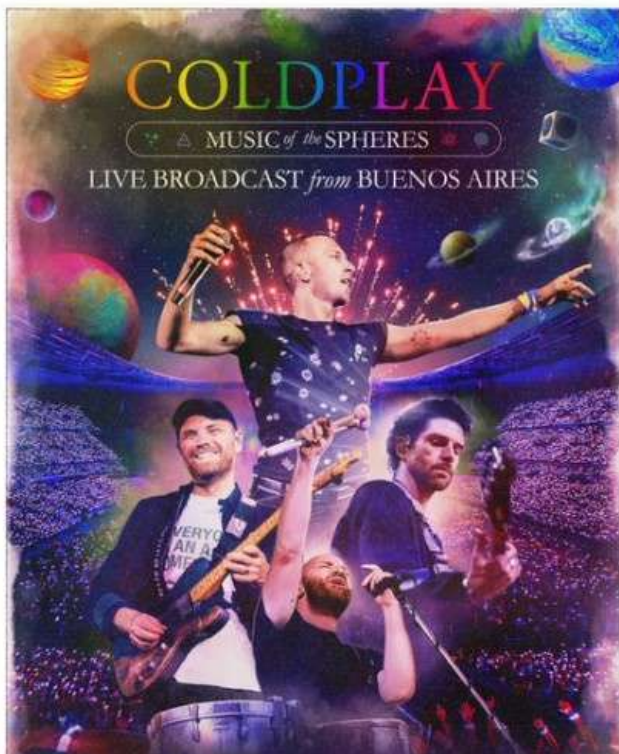
# REVENUE DYNAMICS

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## PROMOTION AVENUES

 PVR Pictures  
@PicturesPVR

Presenting the official #poster for #Coldplay's Music of the Spheres - Live from Buenos Aires! Don't miss out on this epic concert that will be broadcasted #Live to over 70 countries around the world, on October 29. Tickets are going fast, book now: [linktr.ee/pvr.pictures](https://linktr.ee/pvr.pictures)



 INOX Leisure Ltd.  
@INOXMovies

#ColdPlay fans, we have a special news for you! You can watch the 📺 Live Broadcast from Buenos Aires of their #MusicOfTheSpheres World Tour at #INOX cinemas on 29th Oct. Book your tickets now- [inoxmovies.com](https://inoxmovies.com).

#ColdplayLiveBroadcast #LiveTheMovie



PVR's and INOX Leisure's promotion on Twitter of live-screening of Coldplay music concert

# EXECUTIVES ON SOCIAL MEDIA

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## PVR CINEMAS

KEY PEOPLE	CONTACT DETAILS
<b>Ajay Bijli, Founder &amp; Chairman &amp; Managing Director, PVR Limited</b>	<b>Email:</b> <a href="mailto:ajay.bijli@pvr cinemas.com">ajay.bijli@pvr cinemas.com</a> He has not been observed to maintain presence on social media.
<b>Sanjeev Kumar Bijli, Joint Managing Director of PVR Limited</b>	<b>Email:</b> <a href="mailto:sanjeev.bijli@pvr cinemas.com">sanjeev.bijli@pvr cinemas.com</a> <b>Twitter URL:</b> <a href="https://twitter.com/SanjeevBijli">https://twitter.com/SanjeevBijli</a>
<b>Gautam Dutta, Chief Executive Officer, PVR Limited</b>	<b>Email:</b> <a href="mailto:gautam.dutta@pvr cinemas.com">gautam.dutta@pvr cinemas.com</a> <b>LinkedIN URL:</b> <a href="https://www.linkedin.com/in/gautam-dutta-b5492386/">https://www.linkedin.com/in/gautam-dutta-b5492386/</a>
<b>Kamal Gianchandani, Chief Executive Officer of PVR Pictures and Chief of Strategy, PVR Limited</b>	<b>Twitter URL:</b> <a href="https://twitter.com/kamalgianc">https://twitter.com/kamalgianc</a> <b>LinkedIN URL:</b> <a href="https://www.linkedin.com/in/kamal-gianchandani-8297454/">https://www.linkedin.com/in/kamal-gianchandani-8297454/</a>
<b>Company's Social Media Accounts</b>	<b>Facebook:</b> <a href="https://www.facebook.com/moviesatpvr">https://www.facebook.com/moviesatpvr</a> <b>Twitter:</b> <a href="https://twitter.com/_PVR Cinemas">https://twitter.com/_PVR Cinemas</a> <b>Instagram:</b> <a href="https://www.instagram.com/pvr cinemas_official/">https://www.instagram.com/pvr cinemas_official/</a>

# EXECUTIVES ON SOCIAL MEDIA

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## INOX LEISURE

KEY PEOPLE	CONTACT DETAILS
<b>Alok Tandon, Chief Executive Officer of the INOX Leisure</b>	<b>LinkedIn URL:</b> <a href="https://www.linkedin.com/in/alok-tandon-a718627/">https://www.linkedin.com/in/alok-tandon-a718627/</a> <b>Twitter URL:</b> <a href="https://twitter.com/fromaloktandon">https://twitter.com/fromaloktandon</a> <b>Email:</b> <a href="mailto:aloktandon@inoxmovies.com">aloktandon@inoxmovies.com</a>
<b>Company's Social Media Accounts</b>	<b>Website:</b> <a href="https://www.inoxmovies.com/">https://www.inoxmovies.com/</a> <b>Facebook:</b> <a href="https://www.facebook.com/INOXLEISURE">https://www.facebook.com/INOXLEISURE</a> <b>Twitter:</b> <a href="https://twitter.com/INOXMovies">https://twitter.com/INOXMovies</a> <b>LinkedIn:</b> <a href="https://www.linkedin.com/company/inox-leisure-ltd/?originalSubdomain=in">https://www.linkedin.com/company/inox-leisure-ltd/?originalSubdomain=in</a> <b>Instagram:</b> <a href="https://www.instagram.com/inoxmovies/">https://www.instagram.com/inoxmovies/</a> <b>Contact Number:</b> +91-22 4062 69 00 <b>Email:</b> <a href="mailto:contact@inoxmovies.com">contact@inoxmovies.com</a>

# EXECUTIVES ON SOCIAL MEDIA

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## CARNIVAL CINEMAS

KEY PEOPLE	CONTACT DETAILS
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<b>Company's Social Media Accounts</b>	<b>Website:</b> <a href="https://www.carnivalcinemas.com/">https://www.carnivalcinemas.com/</a> <b>Twitter URL:</b> <a href="https://twitter.com/carnivalcin">https://twitter.com/carnivalcin</a> <b>Facebook URL:</b> <a href="https://www.facebook.com/CarnivalCinemaIndia/">https://www.facebook.com/CarnivalCinemaIndia/</a> <b>Instagram:</b> <a href="https://www.instagram.com/carnivalcine/?hl=en">https://www.instagram.com/carnivalcine/?hl=en</a> <b>Email:</b> <a href="mailto:support@carnivalcinemas.in">support@carnivalcinemas.in</a> <b>Tel:</b> +91-771 0097 900

# EXECUTIVES ON SOCIAL MEDIA

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## CINEPOLIS INDIA

KEY PEOPLE	CONTACT DETAILS
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<b>Company's Social Media Accounts</b>	<b>Website:</b> <a href="https://www.cinepolisindia.com/">https://www.cinepolisindia.com/</a> <b>Facebook:</b> <a href="https://www.facebook.com/CinepolisIndia">https://www.facebook.com/CinepolisIndia</a> <b>Twitter:</b> <a href="https://twitter.com/IndiaCinepolis">https://twitter.com/IndiaCinepolis</a> <b>Instagram:</b> <a href="https://www.instagram.com/cinepolisindia/">https://www.instagram.com/cinepolisindia/</a> <b>Email:</b> <a href="mailto:support@cinepolis.com">support@cinepolis.com</a>





# DIGITAL VIDEO CONSUMPTION SCENARIO



# DIGITAL VIDEO CONSUMPTION SCENARIO



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## KEY FIGURES

According to a media [report](#), **Netflix** currently leads in terms of subscription video-on-demand revenue share, with 29% of the market, followed by **Disney+ Hotstar** with 25% and **Amazon Prime** with 22%. The same report quoted market analysts as saying that India's OTT "revenue will grow from its current level of \$1.9 billion in 2021 to around \$4.5 billion by 2026."

In 2019, a [report](#) on an Indian news website quoted TV Ramachandran, President, Broadband India Forum, a think tank for digital transformation, as saying that "the video streaming market in India has exploded" with **65 percent** of "video consumption coming from rural India that has only 40 percent Internet connectivity."

A [report](#) stated that a Boston Consulting Group study "estimated that by the year 2023, the Indian OTT market will mature" to **\$5 billion**. The same report said that "by 2023, India will have over" 500 million of "online video subscribers, second only to the world's leading online video market and that is China."

According to another [report](#) on the website of an English-language daily, a study by the Internet and Mobile Association of India and Nielsen "showed **rural India had 227 million active internet users**, 10% more than urban India's about 205 million, as of November 2019."

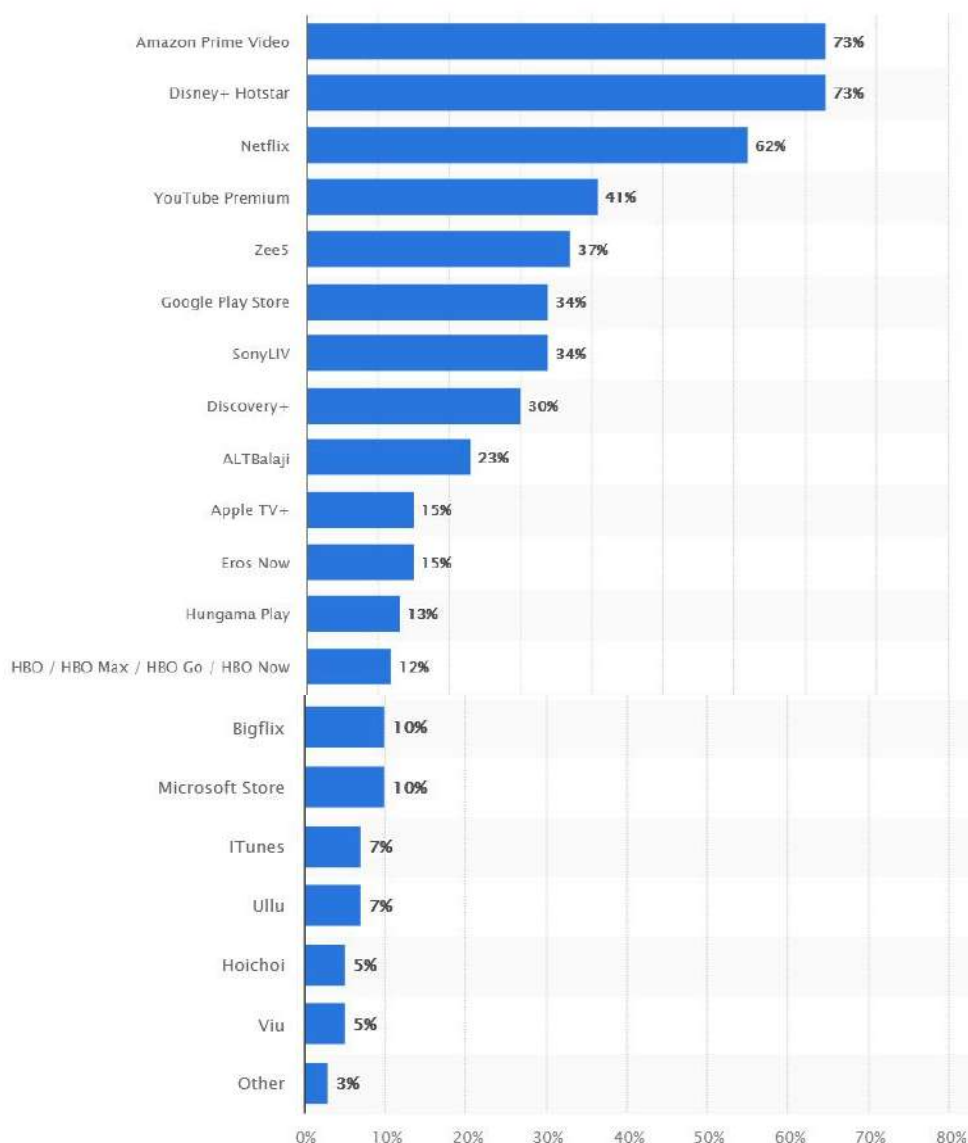
Another [report](#) stated, "the number of OTT users in India reached **423.8 million** in 2022." It added that "only 119 million people have active paid OTT subscriptions" and "the rest prefer to watch content either using family memberships or free on YouTube and other platforms."

# DIGITAL VIDEO CONSUMPTION SCENARIO

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## KEY FIGURES

### Digital video purchases by brand in India in 2022



Source: [Statista](#), a German company specializing in market and consumer data.

Freeview play netgem.tv

# EROS NOW

**EROS NOW** **ErosNow**

Eros Now is India's leading Bollywood application. With the biggest catalog of movies and music in several languages including Hindi, Tamil, Punjabi, Malayalam, Telugu, Kannada, Marathi, Gujarati and Bengali. Watch Bollywood and regional Indian movies, TV shows, Eros Now Originals, Music and Music...

CONTINUE WATCHING

TRUE DETECTIVE

True Detective

Despicable Me 3

Fifty Shades Freed

RECOMMENDED FOR YOU

R.I.E.N.D.S

LAST WEEK TONIGHT WITH JOHN OLIVER

# EROS NOW





# EROS NOW

EROS  
NOW ErosNow

Eros Now is India's leading Bollywood application. With the biggest catalog of movies and music in several languages including Hindi, Tamil, Punjabi, Malayalam, Telugu, Kannada, Marathi, Gujarati and Bengali. Watch Bollywood and regional Indian movies, TV shows, Eros Now Originals, Music and Music...

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CONTINUE WATCHING

TRUE DETECTIVE

## EROS NOW

Eros Now is a leading OTT entertainment and media platform owned by Eros Media World Plc, a global entertainment company, according to an Indian media [report](#).

In November 2022, the company signed a deal with a Bengaluru-based firm Logituit to "build and maintain custom apps on Mobile and Television Platforms like iOS, Tizen, WebOS, Roku, and other leading OTT platforms," the same report added.

It was launched in 2012, according to a [report](#).

According to the media [report](#), Eros Now "has successfully premiered over 180 films in 13 languages, including Hindi, Tamil, Bengali, Marathi, Gujarati, Malayalam, Telugu, Punjabi and more."

The [website](#) of Eros Now said the platform has "over 224.0 million registered users and 39.9 million total paid subscribers from over 150 countries worldwide."

An Indian media [report](#) described Eros Now as one of the hottest rivals of Netflix in India.

According to the [website](#) of SimilarWeb Limited, an Israeli web analytics company specializing in web traffic and performance, Eros Now's annual revenue is estimated between \$2 million - \$5 million.

# EROS NOW

EROS NOW

## ErosNow

Eros Now is India's leading Bollywood application. With the biggest catalog of movies and music in several languages including Hindi, Tamil, Punjabi, Malayalam, Telugu, Kannada, Marathi, Gujarati and Bengali. Watch Bollywood and regional Indian movies, TV shows, Eros Now Originals, Music and Music...

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CONTINUE WATCHING



## EROS NOW

### Traffic & Engagement Last Month

Total Visits

1.5M

Last Month Change

15.54% ▼

Avg Visit Duration

00:01:10

Bounce Rate

55.00%

Pages per Visit

2.51

Total Visits Last 3 Months



Source: [SimilarWeb Limited](#), an Israeli web analytics company

# EROS NOW

EROS NOW

## ErosNow

Eros Now is India's leading Bollywood application. With the biggest catalog of movies and music in several languages including Hindi, Tamil, Punjabi, Malayalam, Telugu, Kannada, Marathi, Gujarati and Bengali. Watch Bollywood and regional Indian movies, TV shows, Eros Now Originals, Music and Music...

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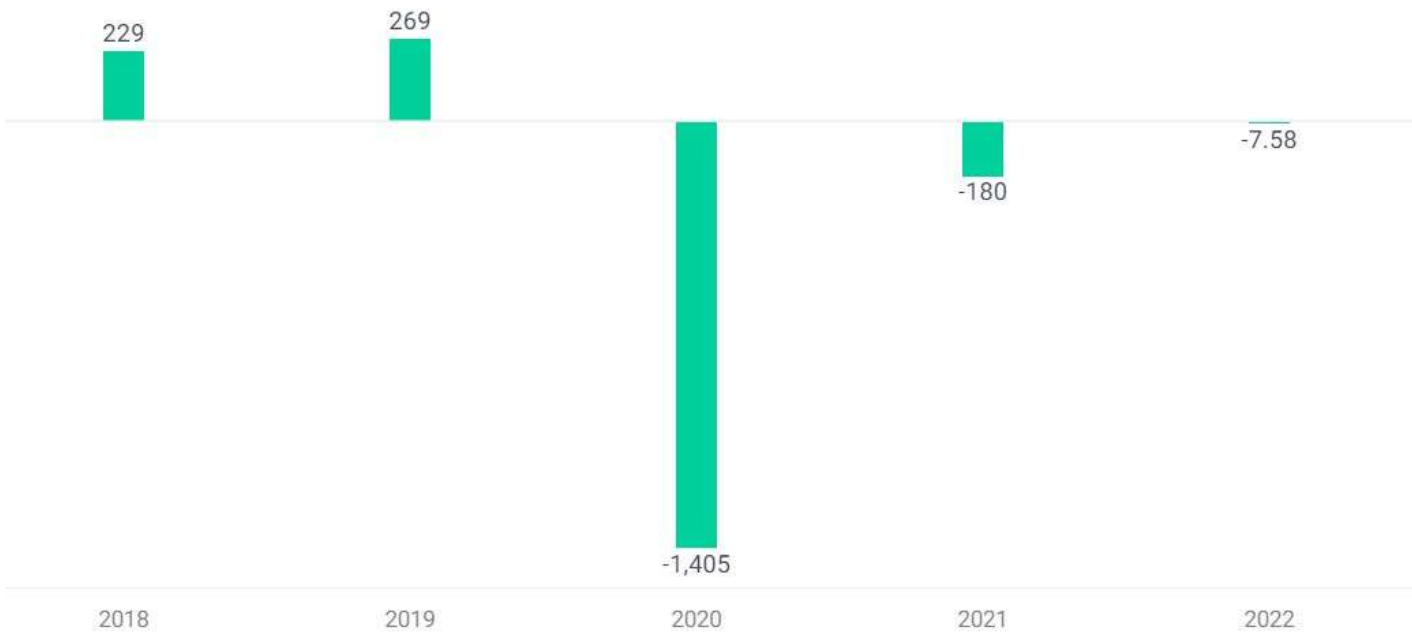
CONTINUE WATCHING



## EROS NOW

Revenue Profit Net Worth

\*All values are in Rs. Cr



229 crore [2.29 billion in Indian currency, approximately \$27.7 million]

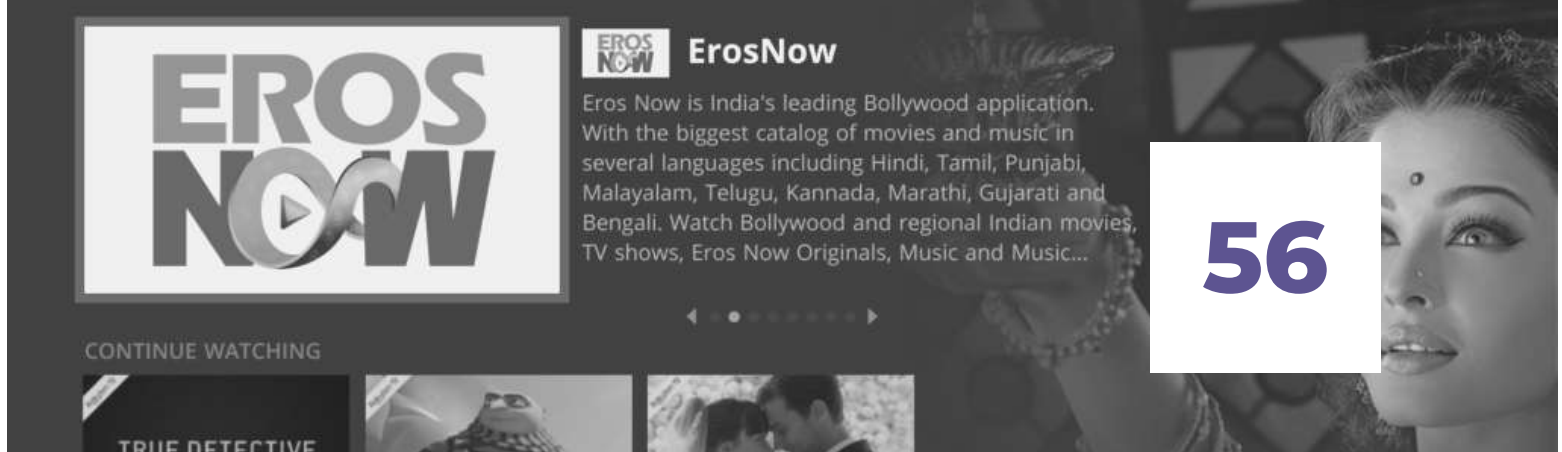
269 crore [2.69 billion in Indian currency, approximately \$32.5 million]

-1405 crore [-14.05 billion in Indian currency, approximately -\$170.2 million]

-180 crore [-1.80 billion in Indian currency, approximately -\$21.8 million]

-7.58 crore upto March 2022 [-75.8 million in Indian currency, approximately -\$918,551]

Source: [Website of Groww](#), prominent Indian trading platform



## EROS NOW

In 2020, Eros Now signed a deal with the US-based STX Entertainment to "create an independent content production and distribution company -- Eros STX Global Corporation -- with operations across India, China and the US," according to an Indian media [report](#).

According to a [report](#) on the website of an English-language daily, Eros Now signed a deal with the US-based media conglomerate NBCUniversal International Distribution in 2020. Following the agreement, Eros Now subscribers got access to NBCUniversal TV titles.

According to a media [report](#), "the market capitalization" of Eros Media World is approximately \$32.4 million as on 12 December, 2022.

A media [report](#) quoted Rishika Lulla Singh, Chief Executive Officer of Eros Digital, as saying: "A premiere every Friday, the promise that theatrical releases are slated to be on the platform and the originals have all contributed to the growth of Eros Now."

A website [report](#) stated that during COVID-19, "the total subscription rate of Eros now increased by 49%," reaching Rs 43.5 billion [approximately \$526.6 million] in subscriptions.

It added that "the platform has 34.67% of total female users and 65.33% of male users" and "there are a total of 83.9% of mobile users and 16.1% of desktop users for erosnow.com and its mobile application."



# EROS NOW

EROS NOW

## ErosNow

Eros Now is India's leading Bollywood application. With the biggest catalog of movies and music in several languages including Hindi, Tamil, Punjabi, Malayalam, Telugu, Kannada, Marathi, Gujarati and Bengali. Watch Bollywood and regional Indian movies, TV shows, Eros Now Originals, Music and Music...

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CONTINUE WATCHING



## EROS NOW - Multi-channel monetization Model

Below is an infographic that shows Eros International's [multi-channel monetization model](#) as of June 2019.



**Eros International is strategically positioned to monetise film content through multiple channels globally**

# EROS NOW

With the biggest catalog of movies and music in several languages including Hindi, Tamil, Punjabi, Malayalam, Telugu, Kannada, Marathi, Gujarati and Bengali. Watch Bollywood and regional Indian movies, TV shows, Eros Now Originals, Music and Music...

## EXECUTIVES ON SOCIAL MEDIA

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True Detective

Despicable Me 3

Fifty Shades Freed

### EROS INDIA

KEY PEOPLE	CONTACT DETAILS
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<b>Ali Hussein, Chief Executive Officer, Eros Now</b>	<b>LinkedIn:</b> <a href="https://www.linkedin.com/in/justanotherali/?originalSubdomain=in">https://www.linkedin.com/in/justanotherali/?originalSubdomain=in</a>
<b>Pradeep Dwivedi, Chief Executive Officer, Eros India</b>	<b>LinkedIn:</b> <a href="https://www.linkedin.com/in/pradeepdwivedi/?originalSubdomain=in">https://www.linkedin.com/in/pradeepdwivedi/?originalSubdomain=in</a>

# ABOUT PANGEA

Pangea Group International is a data collection company with a global presence and expertise.

With a 24X7 capability in every language, Pangea specializes at carrying out international due diligence projects, market studies, outreach, and surveys on topics of client interest.

Our regionally based officers have requisite research skills and leverage a wide network of connections for data gathering and analysis.

# ABOUT PANGEA

Pangea is currently supporting the data collection and due diligence efforts of the US Government and a host of foreign missions and commercial entities around the world.

Pangea's workforce includes a large number of US Government-trained officers and contractors who possess a solid understanding of the research and due diligence tradecraft.



# THANK YOU

## Contact PANGEA



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