



February 22, 2023

**National Stock Exchange of India Limited**

Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No. C/1, G Block,  
Bandra Kurla Complex,  
Bandra (East), Mumbai - 400 051  
Fax: 022-26598237/38

**BSE Limited**

Corporate Relationship Department  
1<sup>st</sup> Floor, New Trading Ring,  
PJ Towers, Dalal Street,  
Fort, Mumbai - 400 001  
Fax: 022-22723121/1278

**Company Code: PVR / 532689**

**Sub: Compliance under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir / Madam,

In continuation to our letter dated February 21, 2023 and pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the officials of the Company participated in the **KOTAK's ANNUAL INDIA CONFERENCE – "CHASING GROWTH 2023"**, organized by KOTAK Institutional Equities, on February 22, 2023 in Mumbai.

Please note that no unpublished price sensitive information was shared during the meeting.

Copy of presentation is enclosed for your records and video link in this regard is given below:

[https://drive.google.com/drive/folders/12uQQEoa79tmt7vHBQs2uRfOghwSBM5TO?usp=share\\_link](https://drive.google.com/drive/folders/12uQQEoa79tmt7vHBQs2uRfOghwSBM5TO?usp=share_link)

This is for your information and records.

Thanking You.

Yours faithfully,  
For **PVR Limited**

**Mukesh Kumar**  
**SVP – Company Secretary**  
**& Compliance Officer**

**PVR LIMITED**

Block A, 4th Floor, Building No. 9, DLF Cyber City, Phase - III, Gurgaon 122002 (Haryana) India.  
T: +91 124 4708100 | F: +91 124 4708101 | W: www.pvrcinemas.com  
Regd Office: 7th Floor Lotus Grandeur Building, Veera Desai Road Opposite Gundecha Symphony,  
Andheri (W) Mumbai 400053. CIN: L74899MH1995PLC387971



**PVR INOX**

**A 'MEGA BLOCKBUSTER' IN THE MAKING**

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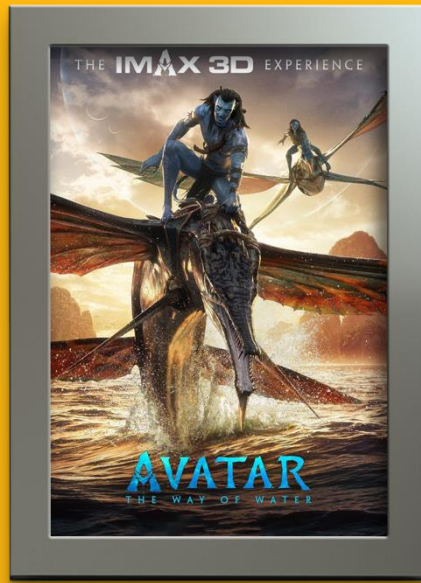
FEBRUARY 22<sup>ND</sup>, 2023

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**INDUSTRY  
OVERVIEW**



**THE MERGER**



**Q&A**

I N D U S T R Y



O V E R V I E W

**CINEMAS HAVE BEEN IN EXISTENCE FOR OVER 100 YEARS**

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**CINEMAS REMAIN AS THE NO. 1  
OUT OF HOME ENTERTAINMENT OPTION IN INDIA**

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**INDIAN CINEMA HAS THE HIGHEST NUMBER OF MOVIE  
RELEASES AND AMONGST THE HIGHEST ADMISSIONS**

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# H<sub>1</sub>W VS REALITY

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# H I A W V S R E A L I T Y

**CINEMA  
IS DEAD**

**INDIA BOX OFFICE\* COLLECTION CROSSED RS 10,000 CR MARK IN  
2022 – EQUAL TO PRE-COVID LEVELS (2019)**

**HIGHEST GROSSING MOVIES ACROSS ALL MAJOR LANGUAGES**



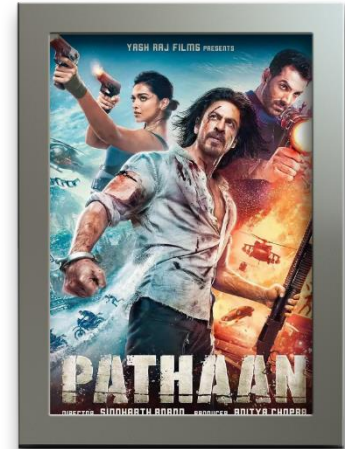
**KGF 2 : 970 Cr**  
(Kannada + Dubbed)



**RRR : 869 Cr**  
(Telugu + Dubbed)



**AVATAR 2 : 471 Cr**  
(English + Dubbed)



**PATHAAN : 616 Cr**  
(Hindi + Dubbed)

# H I A W V S R E A L I T Y

**CINEMA IS FOR  
'BIG EVENT' FILMS**

**KANTARA – CROSSED RS 360 CRORE**  
**KASHMIR FILES – CROSSED RS 290 CRORE**  
**DRISHYAM 2 – CROSSED RS 285 CRS**  
**BHOO BHULAIYAA 2 – CROSSED RS 215 CRORE**

**BOLLYWOOD  
IS OVER**

**PATHAAN – HIGHEST GROSSING BOLLYWOOD FILM OF ALL  
TIMES (INDIA GROSS COLLECTION OF RS 616 CRORE)\***  
**BRAHMASTRA – CROSSED RS 305 CRORES**

**REGIONAL FILMS  
HAVE ONLY LOCAL  
APPEAL**

**REGIONAL FILMS CONTRIBUTED ~55% OF GBOC OF ALL  
FILMS RELEASED IN CY'22**  
**RRR, KGF2, PUSHPA: THE RISE, KANTARA RULED THE BOX  
OFFICE BEYOND THEIR NATIVE MARKETS**

MARATHI	KANNADA	TELUGU	BENGALI	TAMIL
+141%	+55%	+53%	+24%	+18%

**GROSS BO 2022 vs GROSS BO 2019 ACROSS LANGUAGES**



# H I L A W V S R E A L I T Y

**STREAMING  
PLATFORMS  
WILL RULE**

**HOLLYWOOD'S HOTTEST NEW TREND - MOVIES WILL  
RELEASE IN THEATERS FIRST**

**THEATRICAL WINDOW IS BACK TO 8 WEEKS IN INDIA**



HULU-INTENDED  
"THE BOOGEYMAN"  
WOULD OPEN IN  
THEATRES IN JUNE'23



WARNER BROS.  
DISCOVERY

"HOUSE PARTY",  
"EVIL DEAD RISE" AND  
"BLUE BEETLE" ARE  
FIRST GETTING A  
THEATRICAL WINDOW



"SMILE"  
SHIFTED RELEASE  
STRATEGY  
TO THEATRE

(USD 216 MN  
GLOBAL BO)



"BARBARIAN"  
PREMIERED  
ONLY TO BECOME  
BOX OFFICE HIT



"GLASS ONION : A KNIVES  
OUT MYSTERY"

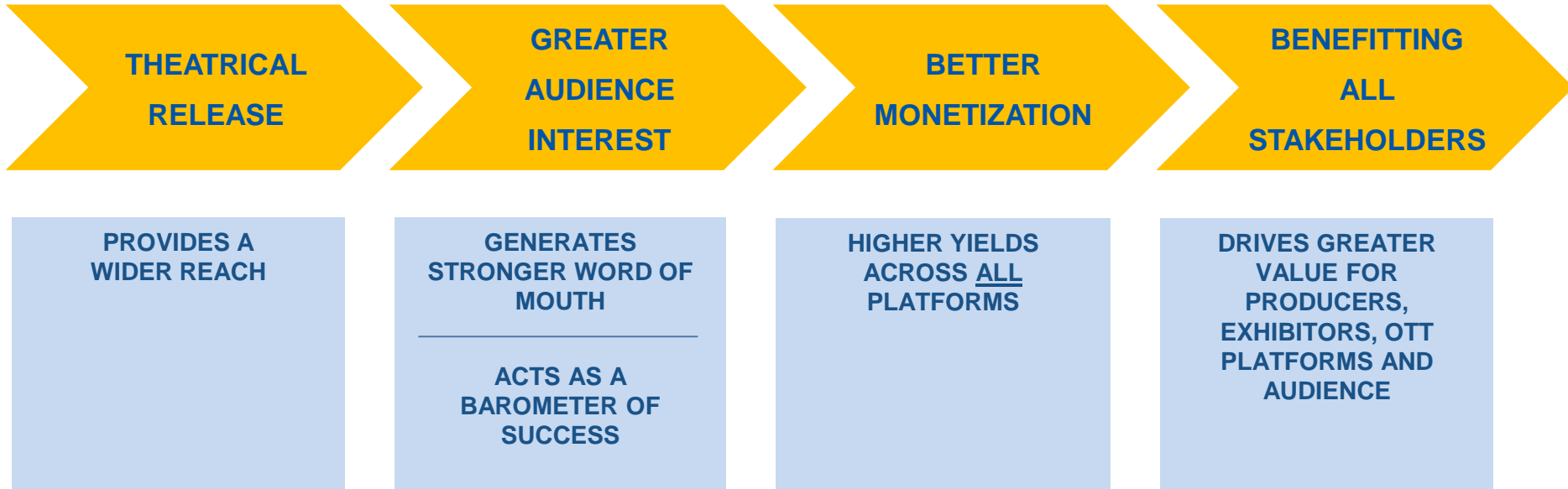
BEST THEATRICAL LAUNCH  
FOR A NETFLIX PRE-  
STREAMING MOVIE  
(GROSS BO USD 13.3 MN)

**INDIANS ARE  
SPENDING LESS ON  
CINEMA**

**IMAX PER-SCREEN AVERAGE REVENUE IN INDIA  
WAS \$900,000 FOR 2022 - ALMOST THE SAME AS IN  
THE USA**

**“INDIA IS ONE OF IMAX'S  
MOST SUCCESSFUL  
MARKETS” - I M A X C E O R I C H A R D G E L F O N D**

# CINEMAS AND OTT ALWAYS CO-EXIST RATHER THAN COMPETE



**CINEMA SETS THE QUANTITATIVE & QUALITATIVE BENCHMARK FOR ANY CONTENT**

# SUCCESS OF PATHAAN TO CATAPULT NEW RELEASES

## MORE FILMS OF EQUAL SCALE & EXPERIENCE LINED UP

### HINDI



SOURCE : YRF STUDIOS (19.02.23)



BHOLAA



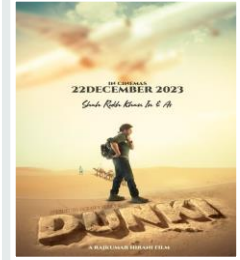
KISI KA BHA  
KISI KI JAAN



JAWAN



TIGER 3



DUNKI

### ENGLISH



MI : DEAD  
RECKONING PART I



FAST & FURIOUS X



OPPENHEIMER



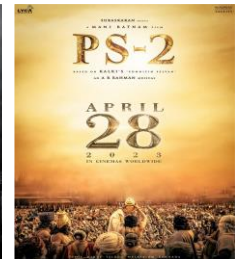
DUNE 2  
11



PUSHPA 2  
(Telugu)

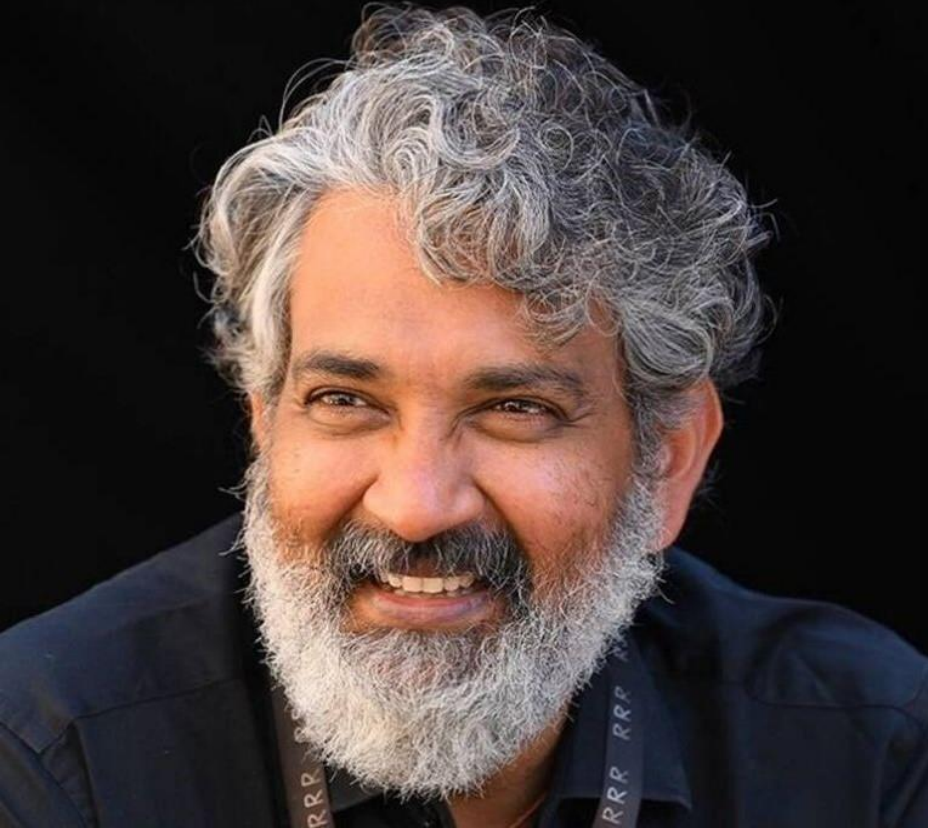


SALAAR  
(Telugu)

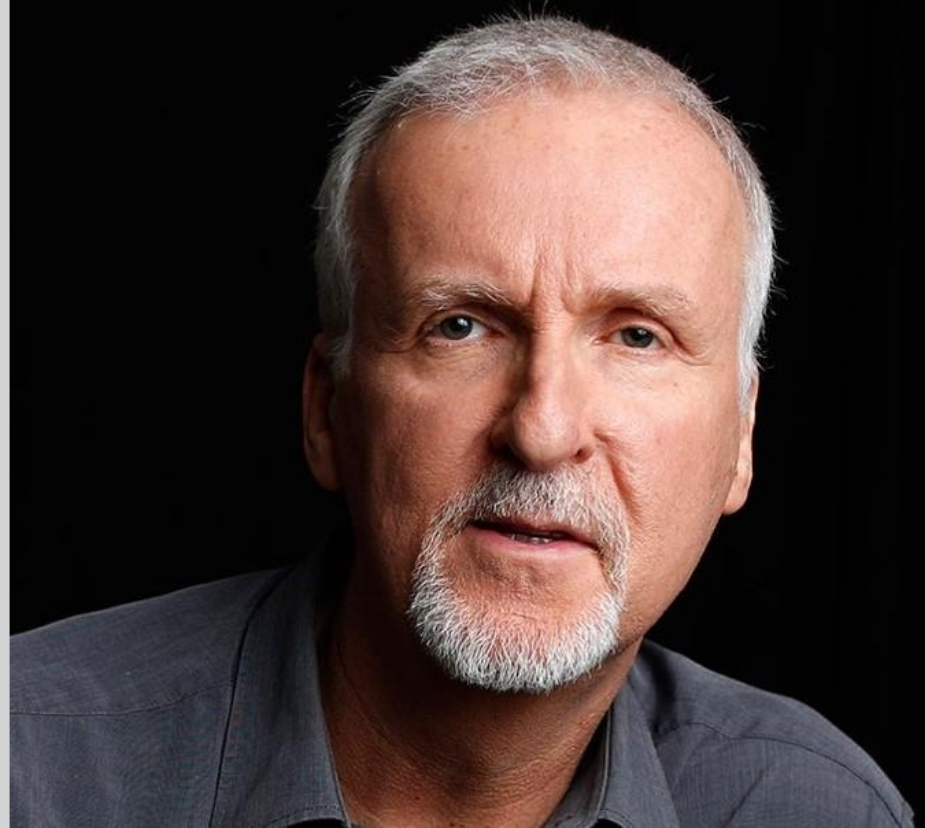


PS 2  
(Tamil)

**“I DREAM OF A DAY WHEN WE HAVE  
ONE BIG FILM INDUSTRY: THE  
INDIAN FILM INDUSTRY.” - S.S. RAJAMOULI**



**“WE’RE GOING BACK TO  
THEATERS AROUND THE  
WORLD.” - JAMES CAMERON**





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THE MERGER

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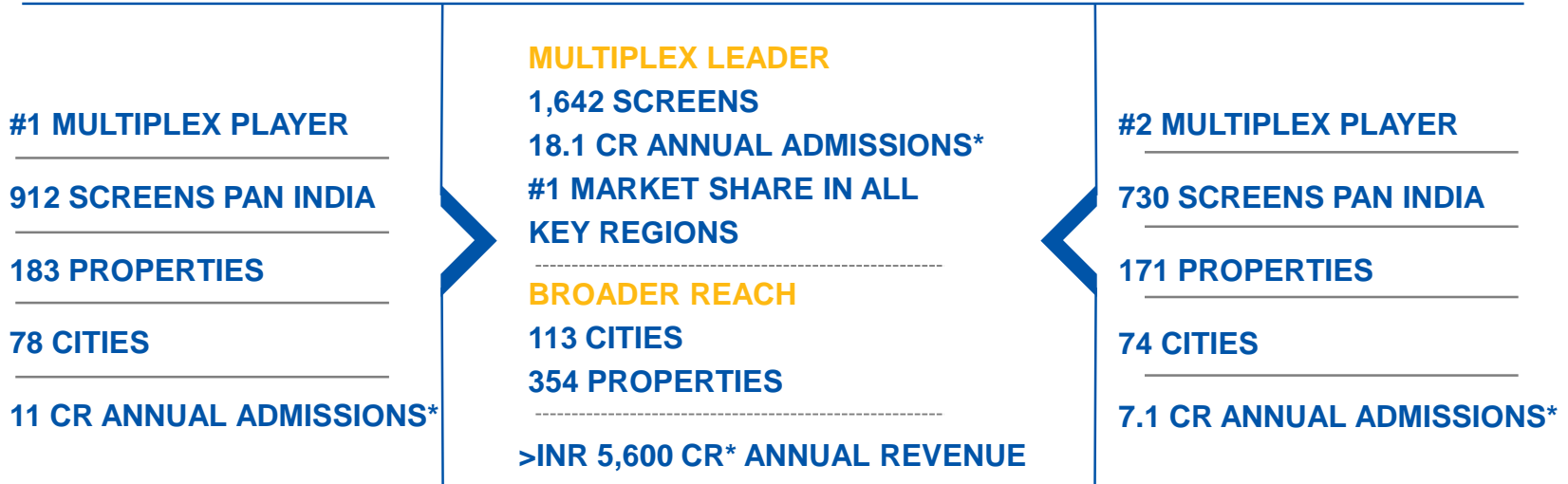


**NEVER LET  
A GOOD CRISIS  
GO TO WASTE**

- WINSTON CHURCHILL



# COMING TOGETHER OF TWO LEADING CINEMA BRANDS



\* CY 19 FIGURES (PRE-PANDEMIC)



# REBUILDING OURSELVES AS A STRONGER ENTITY

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**STRENGTHEN LEADERSHIP POSITION PAN INDIA**

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**LEVERAGE SCALE TO DRIVE OPERATIONAL EFFICIENCY**

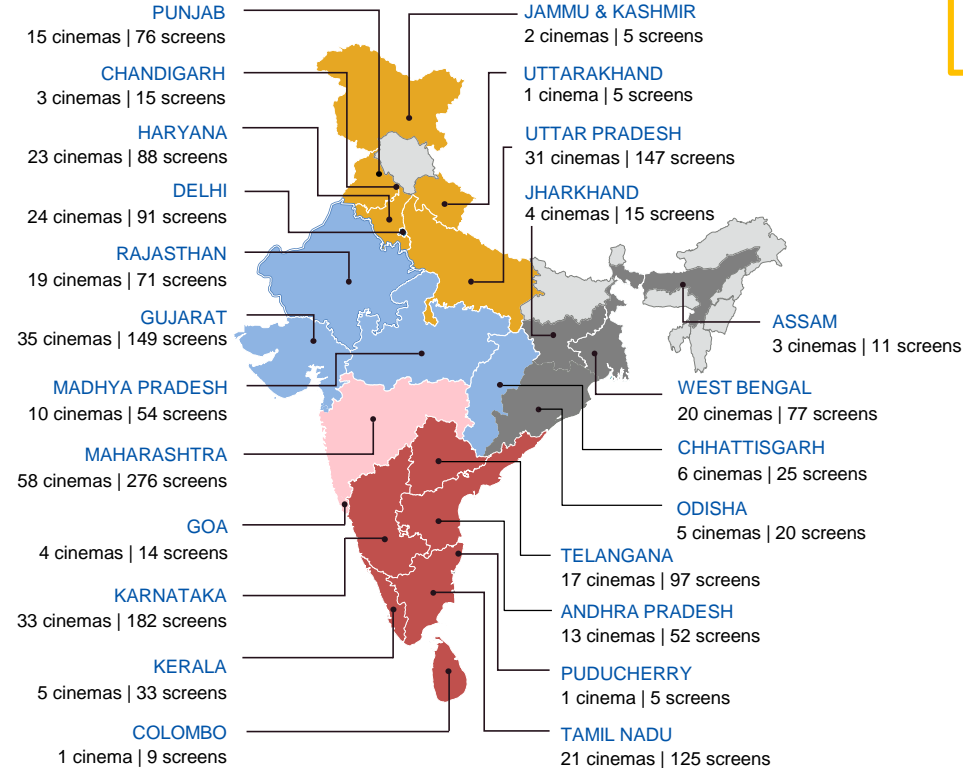
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**STRONG BALANCE SHEET TO SUPPORT ACCELERATED GROWTH**

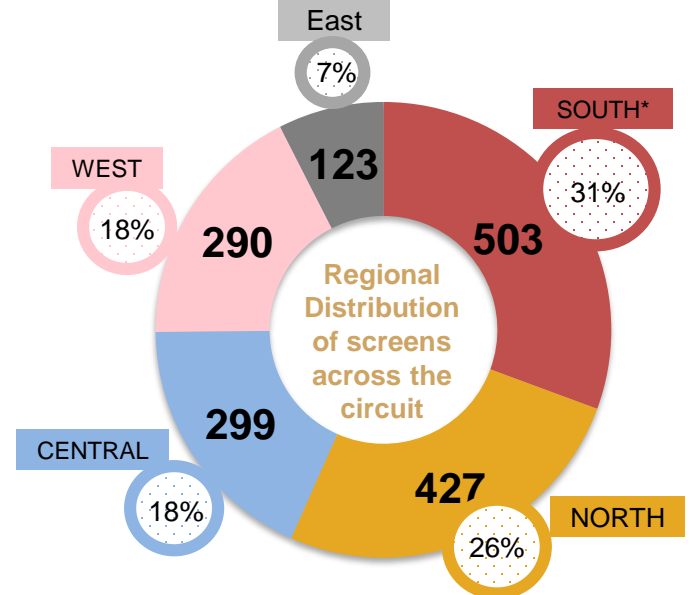
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**SIGNIFICANT SYNERGY BENEFITS AND LONG TERM VALUE  
CREATION FOR ALL STAKEHOLDERS**

# DIVERSIFIED SCREEN NETWORK ACROSS 113 CITIES

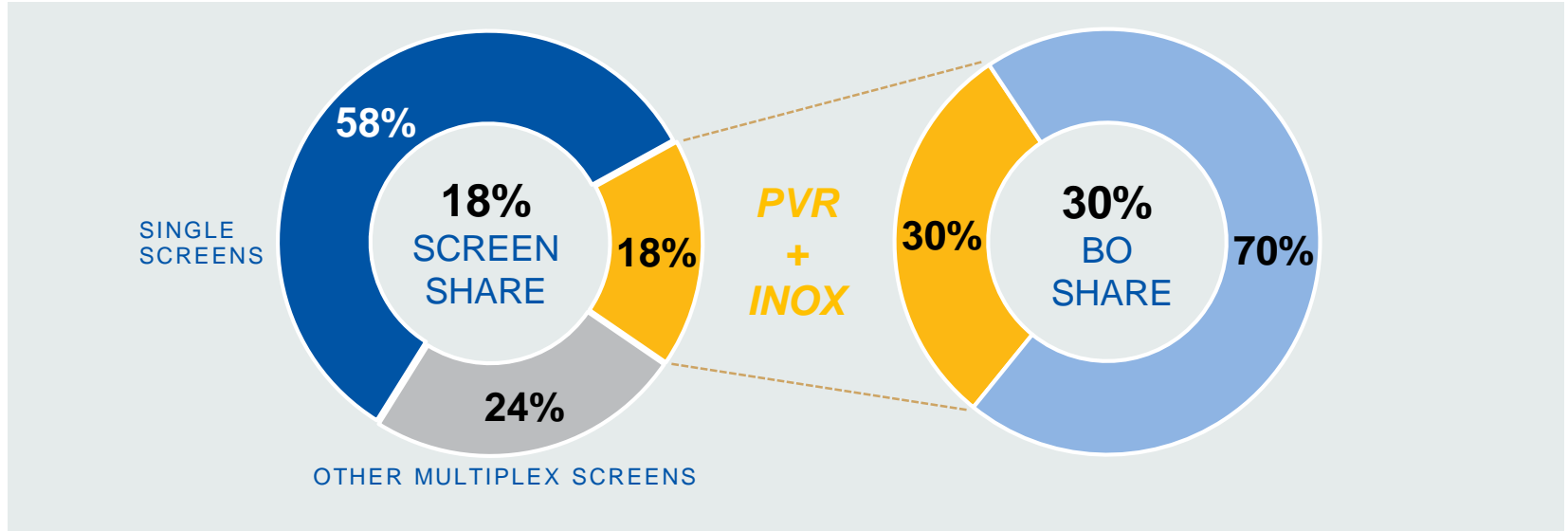


**MAKING THE BRAND  
'ASPIRATIONAL' & 'ACCESSIBLE'**



NOTE : INCLUDES 10 MANAGEMENT PROPERTIES WITH 35 SCREENS  
MAP NOT TO SCALE SCREEN PORTFOLIO AS ON 21ST FEB'23

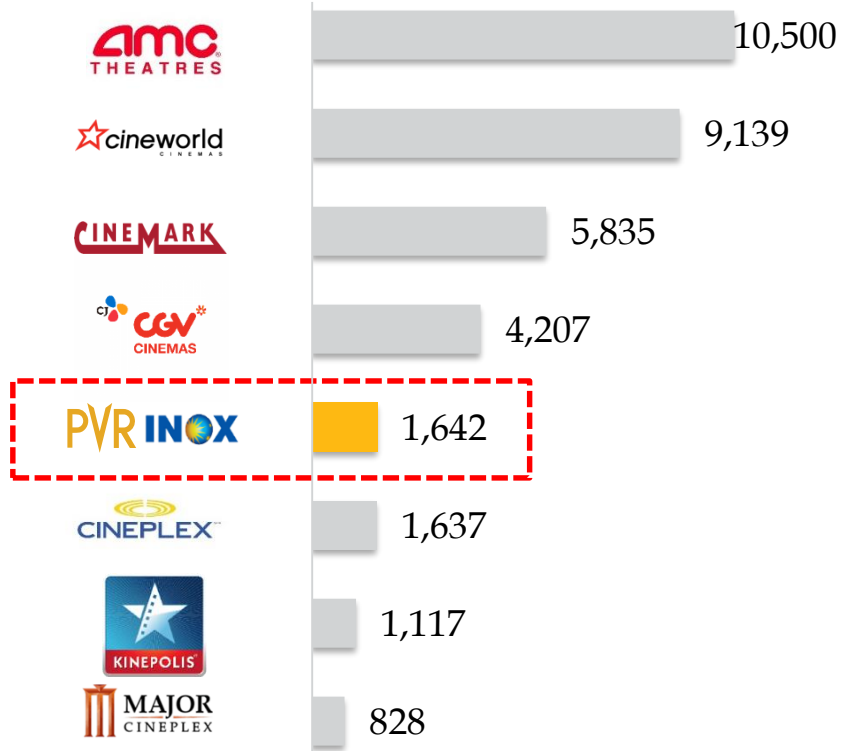
# INDUSTRY LEADING MARKET POSITION



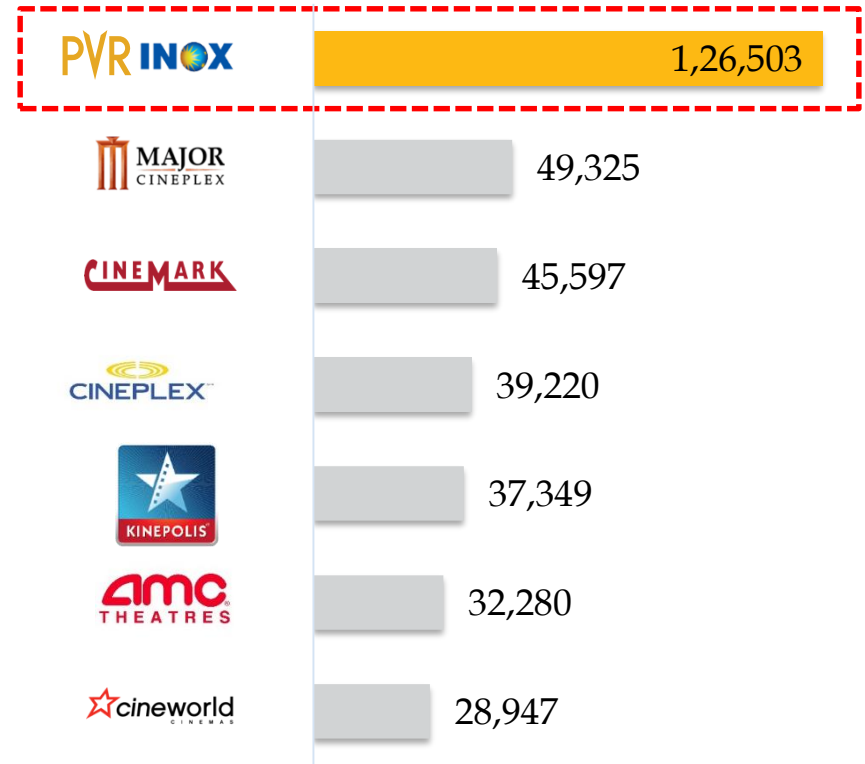
**SIGNIFICANT CONTRIBUTION TO THE INDIA BOX OFFICE COLLECTIONS**

# COMPANY AMONGST THE TOP LISTED GLOBAL MULTIPLEX OPERATORS

## SCREEN COUNT\*

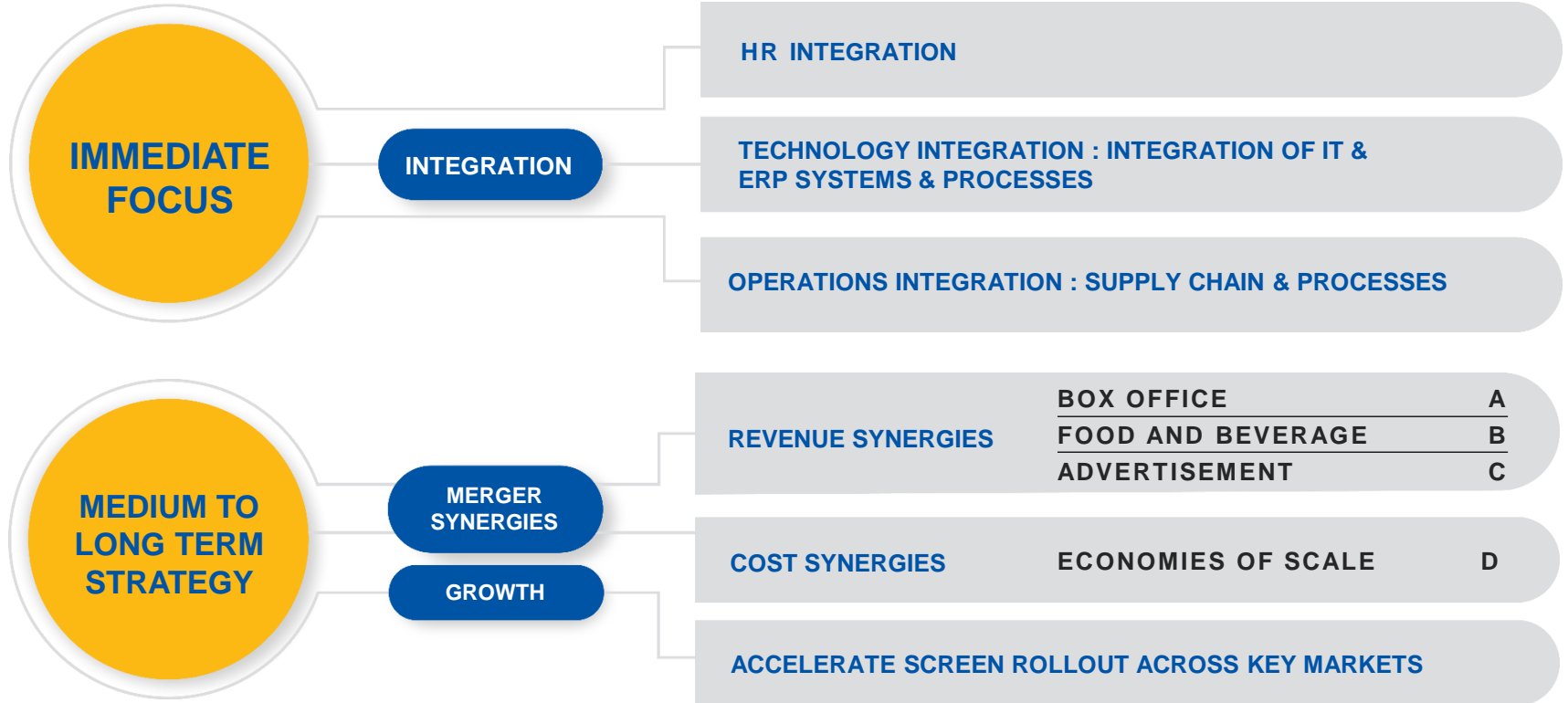


## HIGHEST ADMISSIONS / SCREEN (CY'19)



SOURCE : AS PER AVAILABLE INFORMATION FOR LISTED PLAYERS GLOBALLY,  
 ADMISSION DATA FOR CJ CGV NOT AVAILABLE  
 \*LATEST AS AVAILABLE

# STRATEGY GOING FORWARD



# A BOX OFFICE SYNERGIES: DRIVE LONG TERM OCCUPANCY IMPROVEMENT

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**EFFICIENT SCHEDULING**

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**STAGGERED SHOWCASING**



**FILM FESTIVALS**

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**CONCERTS**

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**SPORTING EVENTS**

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**E-SPORTS**



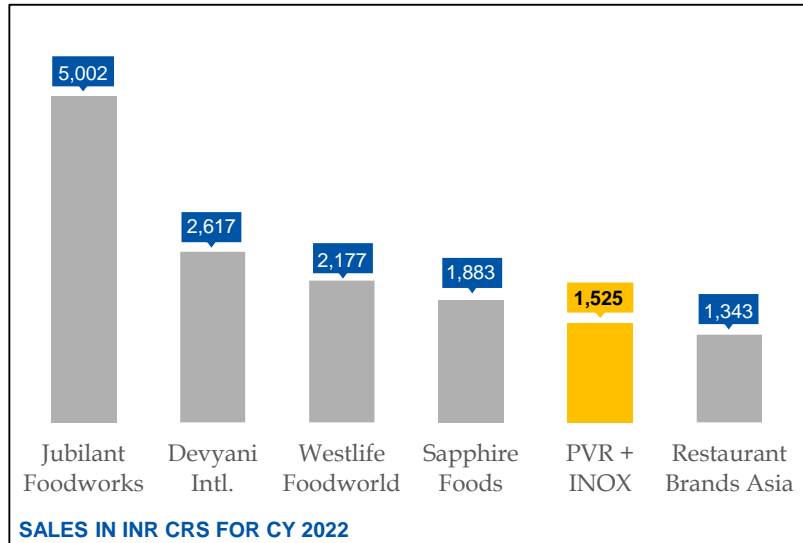
**LOYALTY PROGRAM STREAMLINING**

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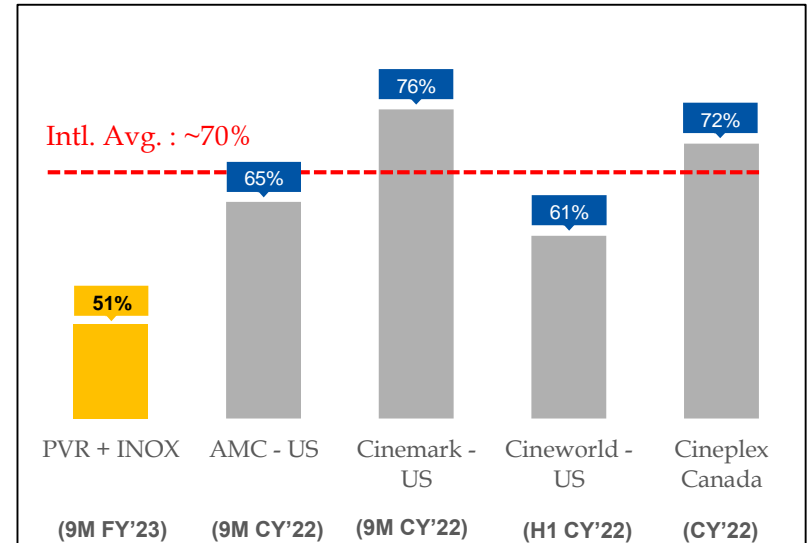
**LEVERAGE TECHNOLOGY FOR TARGETED PROMOTIONS**

## B FOOD & BEVERAGE: HUGE HEADROOM FOR GROWTH

### F&B SCALE AMONGST THE LEADING QSR BRANDS IN INDIA



### SPH TO ATP : SIGNIFICANT POTENTIAL FOR GROWTH



## B FOOD & BEVERAGE SYNERGIES

### PLUG PRODUCT GAPS

UPGRADE PRODUCT OFFERINGS  
EXPAND & STANDARDIZE MENU  
INTRODUCTION OF NON VEGETARIAN MENU

### OPTIMIZE OPERATIONS

ADOPT 'BEST PRACTICES' OF BOTH CIRCUITS  
STREAMLINING KITCHEN OPERATIONS  
TRAINING & USE OF TECHNOLOGY

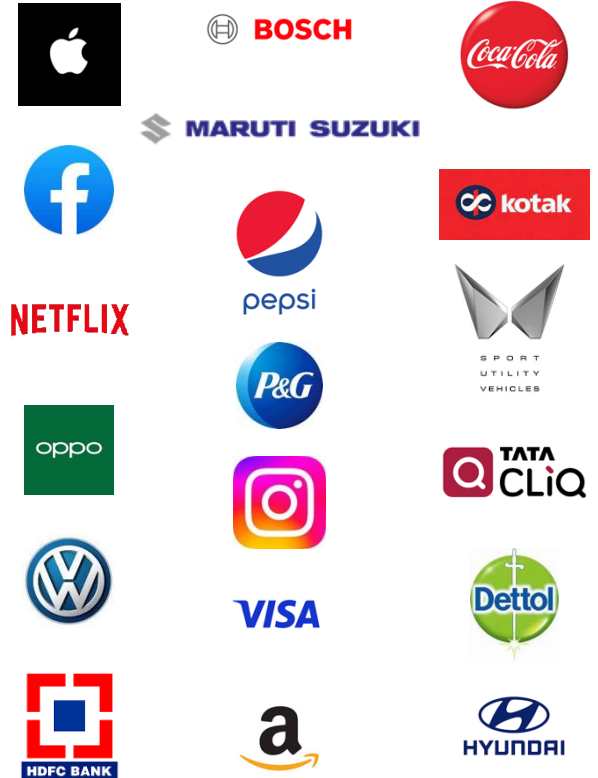
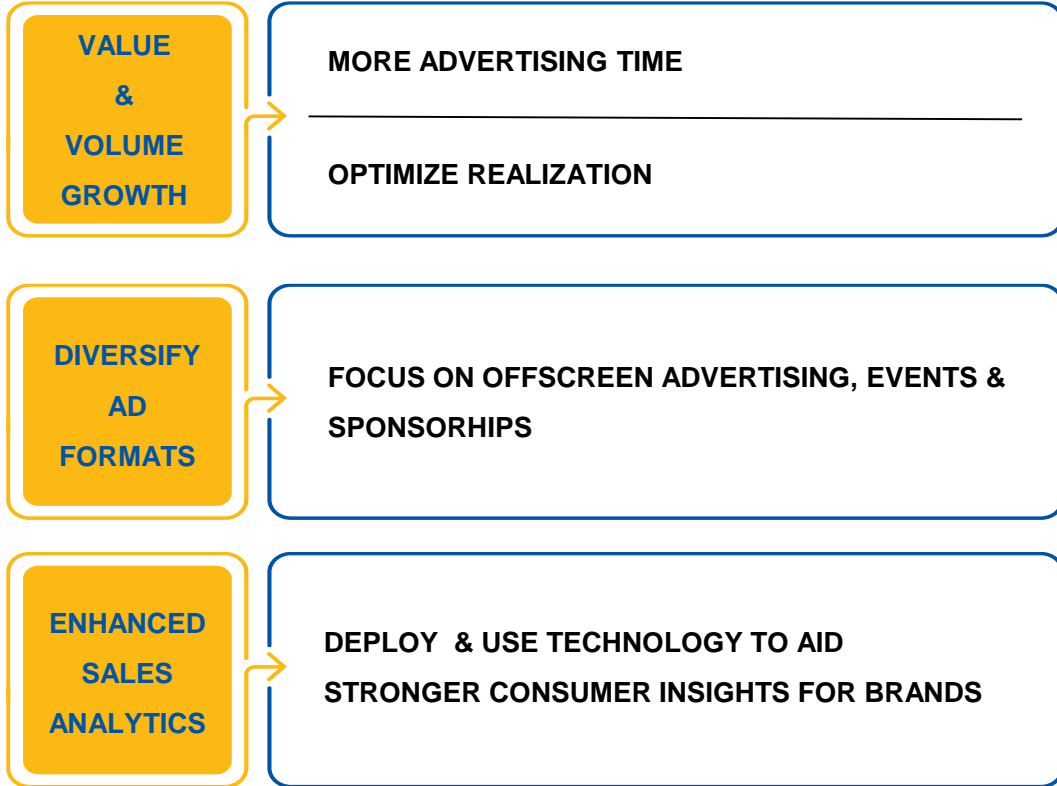
### REDUCE F&B COGS

LEVERAGE SCALE  
UNIFORM PRODUCT SPECIFICATIONS / PACK SIZES  
REDUCING WASTAGE THROUGH BETTER  
INVENTORY MANAGEMENT





# C ADVERTISING : LEVERAGING SCALE ACROSS 180 MN EYEBALLS



## D COST SYNERGIES: LEVERAGE ECONOMIES OF SCALE

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**OPEX  
&  
CAPEX**

**01 INTEGRATE SUPPLY CHAIN**

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**02 LEVERAGE SCALE FOR VOLUME DISCOUNT**

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**03 STANDARDIZATION OF PRODUCT /  
PACKAGING SPECIFICATIONS**

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**04 REMOVE DUPLICATE COSTS**

# SYNERGIES WILL LEAD TO SIGNIFICANT MARGIN EXPANSION

## SYNERGY BENEFIT AREAS

### REVENUE

1. BOX OFFICE
2. FOOD & BEVERAGE
3. ADVERTISEMENT

### COST

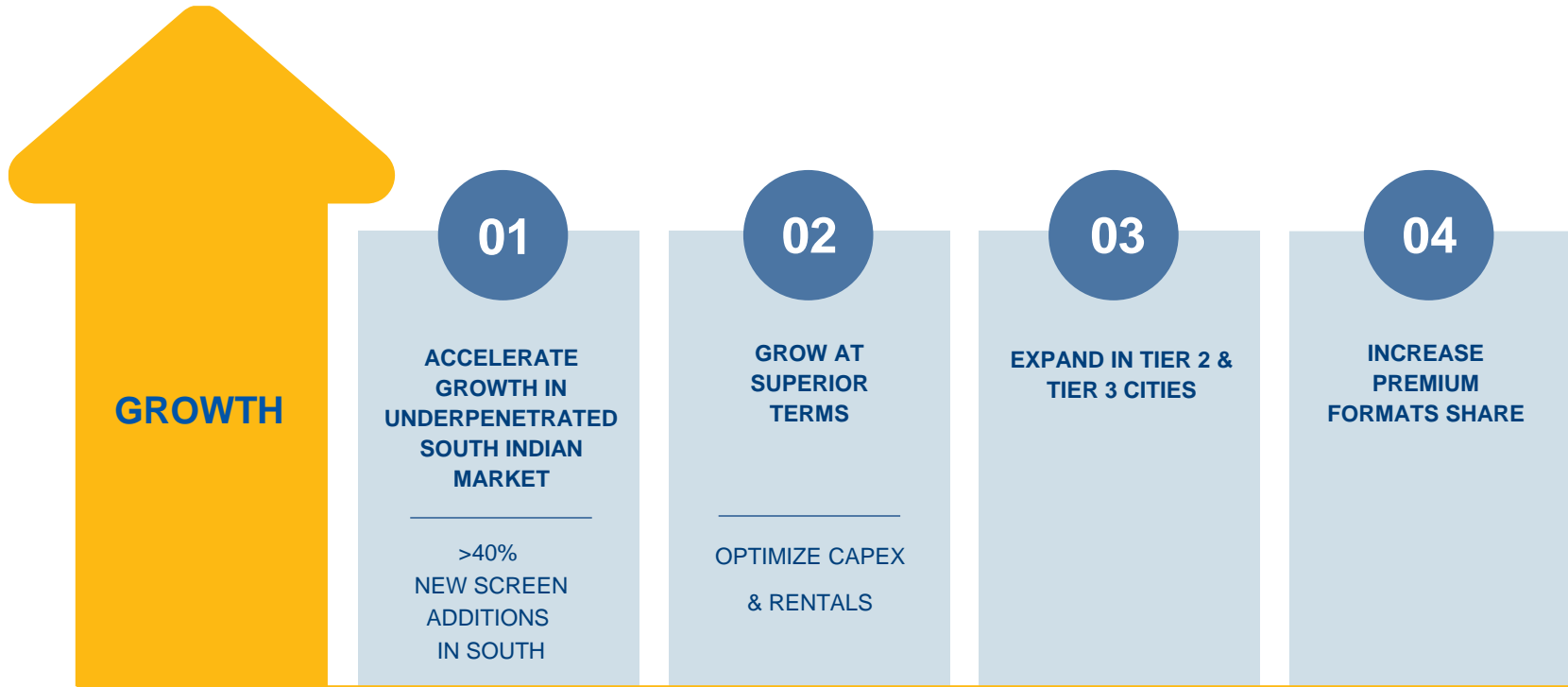
4. SUPPLY CHAIN SYNERGIES
5. OVERHEAD RATIONALIZATION

## EBITDA IMPACT

**INR 225 CRS**

**OF  
ANNUAL  
SYNERGIES  
OVER  
12 - 24  
MONTHS**

# CLEAR VISIBILITY OF ADDING 200 SCREENS PER ANNUM OVER THE NEXT 2 YEARS





**THE SHOW  
MUST  
GO ON**

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**T H A N K Y O U**

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## SAFE HARBOUR

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