



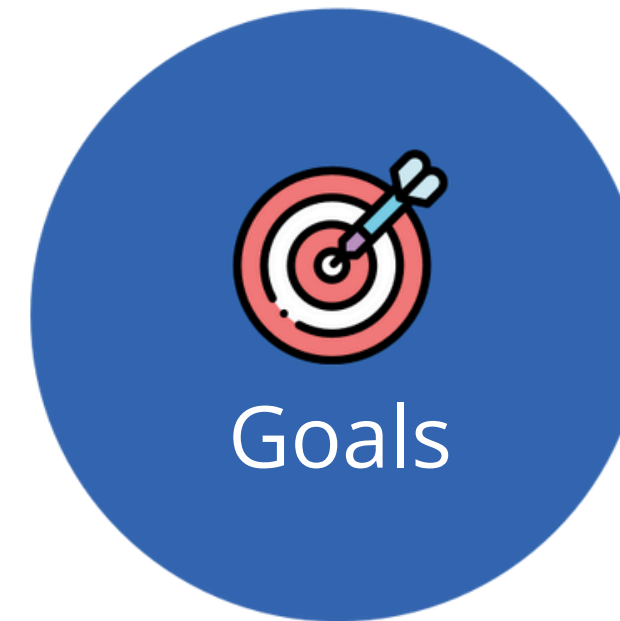
The Amalgamation of Hospitality & Entertainment



Facilities of **private movie screening** & **luxury lounging** with **quality food & drinks** in a **close-knit** setup.



Transform the **realm** of **entertainment** in a **luxury hospitality** set up.



To offer a **simple, safe, convenient** and **affordable** movie viewing experience to our guests.





# Exploring Cine Cafes

- ◇ Cine Cafes brings to you a **one-of-a-kind facility** where you can enjoy your favourite movie or TV show with your favourite food in a **luxury** setting.
- ◇ Cine Cafes is an **eclectic** and **innovative** blend of entertainment and hospitality intertwined with the **marvels** of **technology**.
- ◇ It's the **perfect opportunity** to relax with **family, friends** or your loved ones and gain access to your **favourite source** of **entertainment**.
- ◇ Cine Cafes offer guests **immersive, opulent & innovative** experiences that defy the **worsening fears** of these pandemic prone times.



# I Why Cine Cafes?

- ◇ A **paradigm shift** from **entertainment's common business model**.
- ◇ Emphasize on **content pull** than **content push**.
- ◇ Cine Cafes aim to **carve a niche** in the minds of the **audiences**.
- ◇ Guests can enjoy their **favourite movie, TV show** or **binge watch favourite OTT contents**.
- ◇ Can also **enjoy sumptuous meals** and **favourite drinks**.



- |   |   |
|---|---|
|  Movie of Choice   |  Big Screen      |
|  Theatre of Choice |  Time you choose |



# | Our USP - In Outlets



**Private  
Screening**  
facilities for  
guests



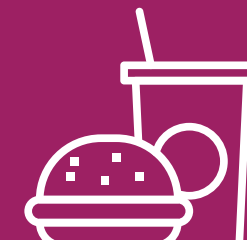
**High quality**  
services in a  
**luxury setting**



Explore our  
vast **Movie  
Catalogue** &  
watch movies  
on **demand**



**Binge watch**  
TV shows,  
serials, etc.



Delectable  
**dishes** &  
refreshing  
**drinks** from  
a vast **menu**



Excellent  
**Butler**  
**services** for  
guests

# | Our Outlets

## EXISTING

◆ Kolkata (3)

## UPCOMING

- ◆ Delhi
- ◆ Bengaluru
- ◆ Mumbai
- ◆ Orissa



# How Cine Cafes Works ?



Cine Cafes are designed to provide a platform for consumers to watch a movie of their choice on the big screen, at the place they prefer and at a time convenient for them. Hence, the process to watch a movie or show of their choice on Cine Cafes is quite simple, straight-forward and rewarding for customers.

# Movies: An Inseparable Source of Entertainment

Movies have always held a special place of interest for the masses.

Tv shows and the online streaming

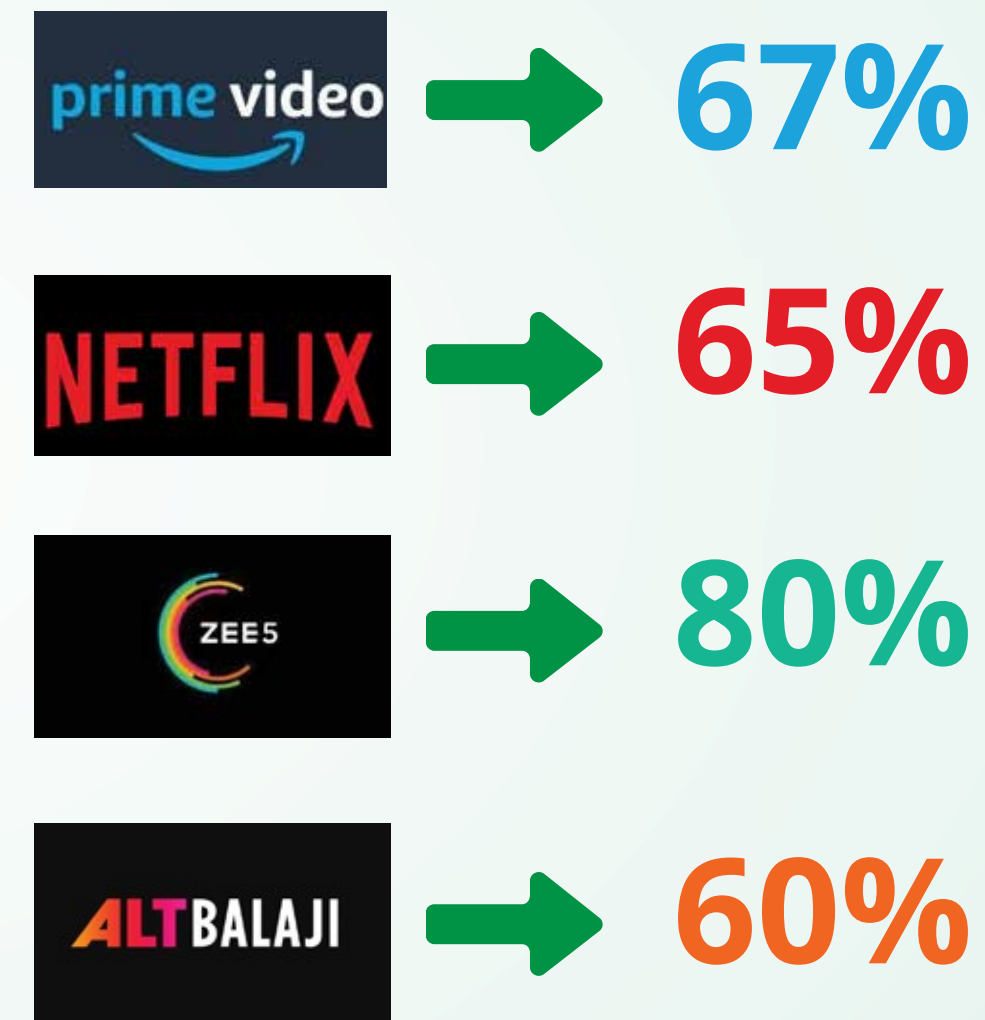
Opportunities for uninterrupted movie, TV or OTT show viewing with delicious food.

India is the largest movie hub in the world.



# Impact of Pandemic

- ◇ During the pandemic OTT platforms witnessed **huge surge** in terms of **content consumption** and **subscriber count**.
- ◇ The **average time** spent by a **subscriber** has increased from about **20 minutes to one hour**.
- ◇ Both **regional, national** and **international players** are there.
- ◇ Original content in **regional languages** would become the **major game changer**.
- ◇ These platforms are going for **sports**, the **traditional mainstay** of **cable** and **satellite television** networks.
- ◇ **Amazon Prime Video** announced **direct-to-digital** release of a few Indian movies.
- ◇ **ZEE5** also announced lining up **15 direct-to-digital releases for FY21**.
- ◇ During lockdown **OTT consumption** shot up significantly.



\* Rise in user base



# Redefining Movie Screening During Pandemic



- ◆ The **COVID-19 outbreak** forced **businesses** of almost every domain to **close down** or opt for **indefinite lock downs**.
- ◆ The **entertainment** industry too suffered and all production and shooting works came to an **abrupt halt**.
- ◆ **Cinema halls, theatres, multiplexes**, etc. where public gatherings were a common sight were shut down.
- ◆ Still, the entertainment industry has prospects for the future by **innovating** new approaches to continue **operations** like **private screening facilities**.
- ◆ It is expected to grow steadily at **10.1% CAGR** to reach a whopping **US\$ 55 billion** by **2024**.



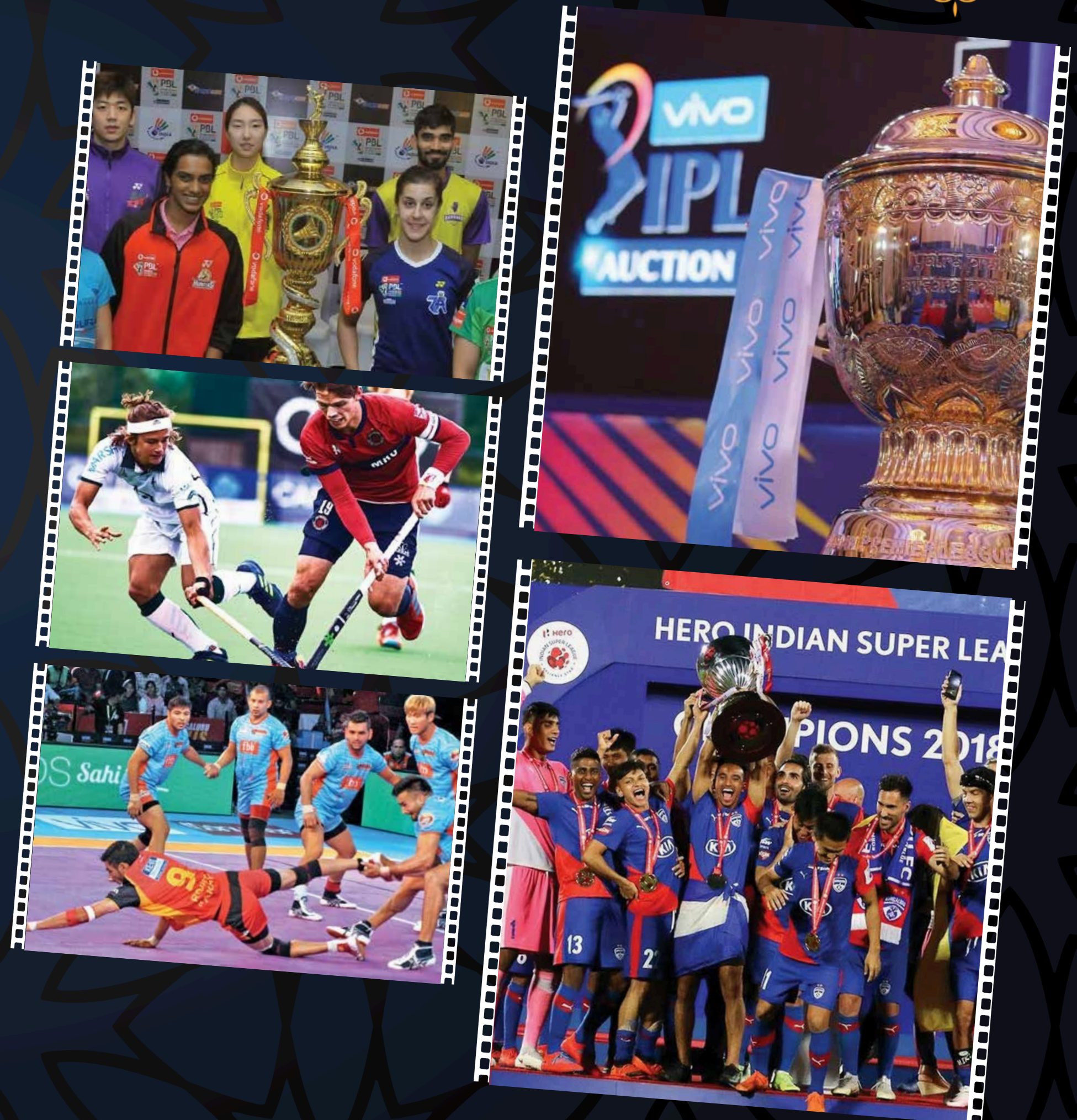
# OTT Platforms in India

- ◇ OTTs or over-the-top platforms are a **streaming media**.
- ◇ These are **audio, video hosting** and **streaming** services with a market size of over **INR 500 crore**.
- ◇ Revenue worth **US\$ 2,928 million** in **FY 2020**.
- ◇ The **OTT** platforms may become a **INR 4000-crore** revenue market by the **end of 2025**, as per reports.
- ◇ India has nearly **355 million OTT** viewers -- a **35%** year-on-year growth.
- ◇ **Disney+ Hotstar, Amazon Prime Video, Netflix India, Sony Liv, Zee5, Alt Balaji, Aha** and a few **regional** players are the big names.



# Sporting Events on OTT Platforms

- ◇ It's a **match made in heaven**.
- ◇ **Sports media streaming rights** expected to hit **US\$ 85 billion** in revenues by **2024**.
- ◇ Over **1/3rd** of the top **25 football clubs** and **6** of the top **10 largest leagues** and **federations** now offer **premium OTT services**.
- ◇ **Sports viewership** in India is expanding beyond cricket's **Indian Premier League (IPL)**.
- ◇ **Hockey India League, Pro Kabaddi League, Premier Badminton League** and **Indian Super League (soccer)** are the new entrants.
- ◇ Online fantasy sports in India has seen a rapid growth, reaching a revenue size of **INR 2,470 crore** in **FY20**.
- ◇ **Netflix** has released **18 Indian-made** originals this year, while **Amazon Prime** is looking at bringing out **14** in **2020**.
- ◇ **Reports** predict that the **OTT content market** is at an **inflection** point in India and is like to reach **US\$ 5 billion** by **2023**.

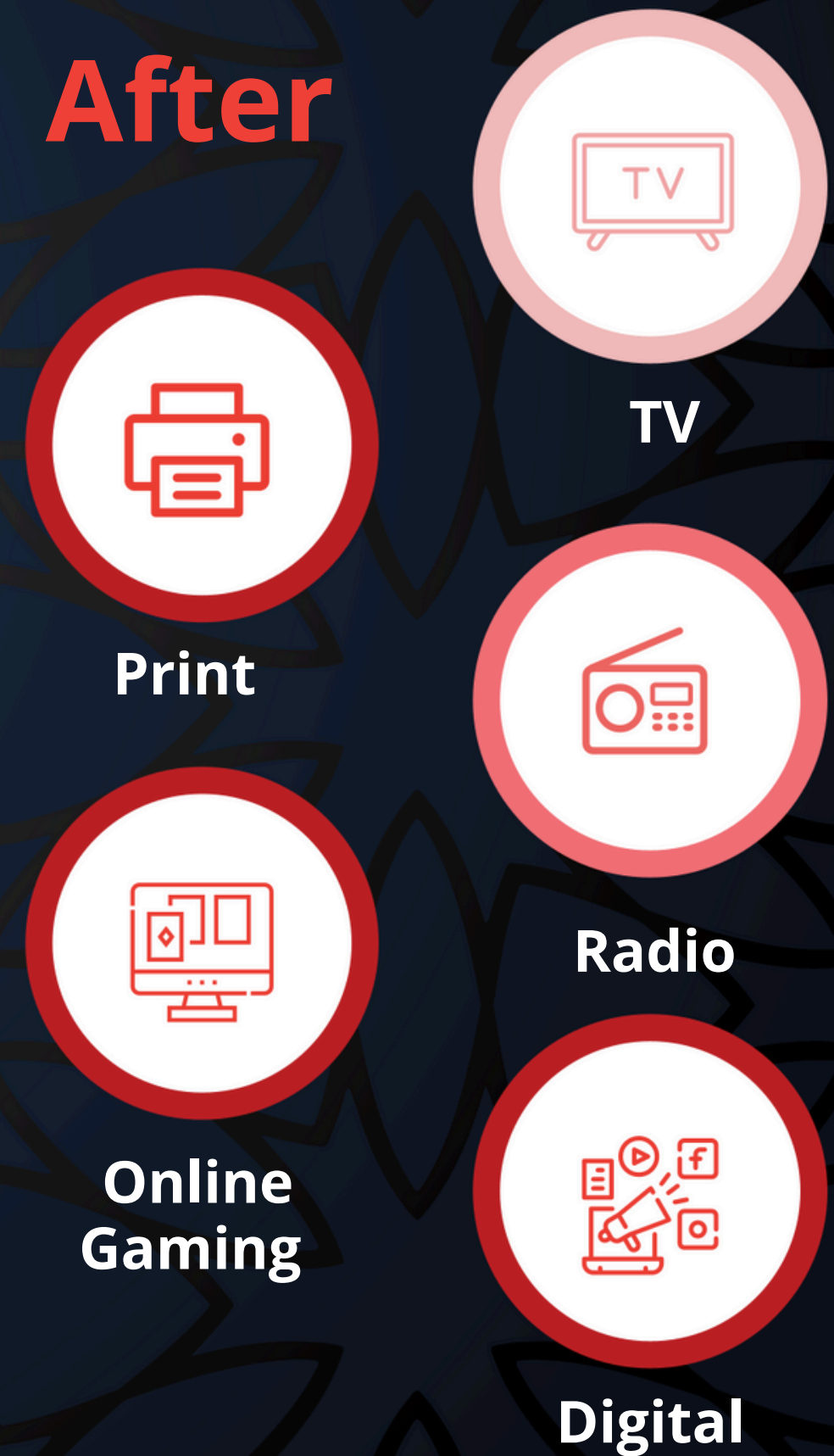




# Average Time Spent in Diverse Media Outlets



There has been a **significant change** in the media habits of people during the **pandemic** period. With people forced to stay locked down within their homes, **digital mediums** served as the only means of **entertainment** and **recreation**. **Online gaming** and **fantasy sports** also experienced a huge rise in its user base while **TV**, **radio** and **print** served mostly as a source of information on disease awareness, news and health concerns.





# Exploring the Restaurant Industry in India

All India Restaurant Industry is currently worth **₹4.23 lac crores**

India PBCL market is expected to be of value **US\$ 3.5 bn** by 2024

Maximum spends by people between **18-35 years of age**

It is the **third largest service industry** in India



Fine dine preference: **17%**,  
PBCL preference: **24%**

Millennials are willing to spend the most **(21%additional!)** for great customer service

It is **20X** the size of the film industry, & **4.7X** the size of the hotel industry



## Franchise USP

- FOCO model - franchise owned company operated
- No working capital by franchise
- No revenue sharing with the brand
- Sharing in profit and loss with the brand
- ROI within 15 to 18 months



# I Our Team



**KUNAL GUPTA**  
Founder

Mr. Kunal Gupta is the Founder of MET Group and also an incredible leader and visionary. He pursued MBA from IIMC Kolkata, & MBA PGPMAX from ISB Hyderabad. With an experience of more than 13 years he has explored diverse businesses from IT, ITeS & BPM industry to Hospitality, Online Gaming, FinTech etc. He has established a business empire spreading across 20 countries & 4 continents. A keen chess player, an avid traveller & a philanthropist, he wears many hats with equal finesse.

Mrs. Nandini Gupta holds a Bachelor's degree in Computer Applications. With her extensive experience in Infosys, Sun Microsystems & Oracle, she is a dynamic, path breaking, & an adept decision maker. She has been associated with the MET Group for the last 12 years with a vision to diversify the businesses & implement best practices. Her expertise in the IT, ITeS, BPO Operations, Hospitality & Entertainment industry has helped the business to grow prolifically. She is a true philanthropist at heart.



**NANDINI GUPTA**  
Franchise Director





# Thank You



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