K SERA SERA MINIPLEX

miniplex



Industry Media and Entertainment

Films:

The film industry recorded a double digit growth, with multiple movies scoring big on box office collections. Approximately 90-95 per cent movie screens are now digitised in the country, with a shift in focus to tier II and III cities. (ref. FICCI 2014)

The Indian Hindi film industry is expected to rise by 12% every year excluding the regional movies which is emerging as a big market.

Regional content:

India being a vastly diversified nation having 780 languages and with 86 different scripts.

The regional media has demonstrated strong growth over last few years and continues to have positive outlook. The regional Film industry expects to grow @50%. 'Timepass', a Marathi film released on 3rd January 2014 has already overtaken 'Duniyadari' and has collected over INR 300 million on box office making it the biggest grossing Marathi film ever. (ref. FICCI 2014)

Industry Education

- **Education:**

- With a median age of 25 years, India has over 550 million people below the age of 25 years. According to Census figures, over 32per cent of the 1.1 billion population is between the age group 0-14. This means that the number of people in India needing primary and secondary education alone exceeds the entire population of the USA. Since these students will be seeking higher education in India over the next decade it illustrates the sheer size of the Indian education market. Presently about 11 million students are in the Higher Education system. This represents just 11% of the of the 17-23 year old population. The government hopes to increase this to at least 21% by 2017- a target which still falls short of the world average. (India - Higher Education Sector Opportunities for Private Participation by PWC)

- It is expected that the Indian education sector's market size will increase to Rs 602,410 crore (US$ 100.23 billion) by FY 15 from Rs 341,180 crore (US$ 56.77 billion) in FY 12, due to the expected strong demand for quality education. (India Brand Equity Foundation IBEF)

KSS LTD

KSS LTD, a Listed entity on NSE, BSE and Luxemburg stock exchanges is a visionary and hugely successful media and entertainment group.

It has catapulted into all compassing global conglomerate, which has effectively diversified into other productive industry sectors like:

- **FiLm Production and Distribution " KSS ltd"**
- **Cinema Projection Technology "KSS Digital Cinema Pvt Ltd"**
- **Film Exhibition- "K Sera Sera Miniplex Ltd**
- **Education-"K-Kampus"**
- **Mining – " K Sera Sera Holdings PTY" (Australia)**
- **Trading- " K Sera Sera FZE LLC" (Dubai)**

K SERA SERA MINIPLEX

- K Sera Sera Miniplex Ltd., a 100% subsidiary of KSS Limited was incorporated in the year 2010.
- The Company has conceptualized and designed State of Art theatres, "K Sera Sera's Miniplex" with dual objective of Edutrainment (Entertainment + Education).
- It has planned to establish 500 miniplex theatres in tier 2 and tier 3 cities where there is unlimited scope of Edutrainment.
- These theatres will be located in approximately 527 districts PAN India. The Company has already finalised over 100 plus locations and are at various stages of completion.

What is Miniplex?

- **Conceptualized and designed with dual objective:**

  ENTERTAINMENT - Box Office Revenue, Food & Beverage and Advertisement

  EDUCATION - K Kampus will use Miniplex Theaters for imparting higher level Education to Students via Satellite during the non movie hours ie morning and afternoon.

- **Miniplex are the perfect alternative to multiplex by overcoming issues like**:

1. High ticket price and Low Occupancy
2. Concept provides quality entertainment to the masses at a very reasonable cost
3. On-time delivery through use of V-SAT technology to beam movies and educational content.
4. Promotion of regional cinema by featuring multilingual films in appropriate territories
5. Comfortable seating with in-built arm trays and Ample leg room.

What is Kkampus?

- K Kampus is a 100% Subsidiary of KseraSera Miniplex Ltd.
- It is an education vertical with the vision to provide a platform to the educationists across India making their education more accessible
- It creates classrooms within theatres (Miniplex) in the off Movie hours called the country wide classrooms and provides education programs
- Connects the educationists across India with the students in these theatres for various education Programs.





Technology

- E-Cinema technology would be delivered via satellite.
- Full high definition quality projection, 1920*1080.
- Films would be simultaneously released across India.
- Reduction in distribution & logistic costs
- Control in Piracy.
- Regional & Bollywood Content will be made available throughout the 500 Miniplexes.
- E-Ticketing and CCTV surveillance 24 x 7.
- Technology delivered at No Cost to Franchisee.
- Quality education at door step.
- The lectures are interactive
- Maximize the utilization of infrastructure and earning more revenue

Our Offerings

Alongwith the advantages, K Sera Sera also offers the following benefits :

- Hassle free business administration & professional management.
- Transparent online internet accounting
- State of art infrastructure and amenities including projector, screens, lights etc.
- Hi-fi acoustic which includes speakers, amplifers, equalizers, cabling etc. for a realistic sound experience.
- Tieups with unversities, Tution classes as well as placement in Industries for some courses.
- Marketing support for the education to attract students

Our Requirements

- Require minimum space of 3500 to 5000 sq. ft. and minimum height of 14 feet.
- Column to column distance : 25 ft.
- Space : 3500 to 5000 sq.ft.
- Height : 14 ft. 3 inches (Slab to Slab) & 12 ft. 6 inches (Clear – Slab to Finshed Floor).
- Commercial properties adjacent to common public places & prime locations.

Business Plan

- In year 2014 **: 10** Miniplex to be operational
  Ramnagar, Sultanpur, Mahad, Hoshiarpur, Nawanshahr, Abohar, Alwar, Surrendranagar, Bhopal, Pinjore

- In year 2015 : 20 Miniplex to be operational –
  Durg, Vasco, Malout, Gurgaon, Boisar, Narsinghpur, Nadiad, Lucknow, Moga, Nashik, Ludhiana, Ankleshwar, Pathankot, Ratlam, Vadodara, Khanna City, Palampur, Barnala, Bhubaneshwar, Roorkee

- In year 2016 : 50 Miniplex to be operational

64 Properties with 128 screens for which MOU Signed work under process

Sr. No	City	State	Sr. No	City	State
1	Mumbai	Maharashtra	16	Ankleshwar	Gujarat
2	Sangrur	Punjab	17	Bilaspur	Chhattisgarh
3	Ahmedabad	Gujarat	18	Korba	Chhattisgarh
4	Mahad	Maharashtra	19	Pune	Maharashtra
5	Ramnagar	Uttarakhand	20	Sangamner	Maharashtra
6	Sultanpur	Uttar Pradesh	21	Surrendranagar	Gujarat
7	Hoshiarpur	Punjab	22	Kashipur	Uttarakhand
8	Nawanshahr	Punjab	23	Moga	Punjab
9	Abohar	Punjab	24	Jabalpur	Madhya Pradesh
10	Alwar	Rajasthan	25	Nadiad	Gujarat
11	Vadodara	Gujarat	26	Barnala	Punjab
12	Bhopal	Madhya Pradesh	27	Noida -SNG	Uttar Pradesh
13	Gurgaon (Avenue	Haryana	28	Ludhiana	Punjab
14	Malout (New)	Punjab	29	Moga	Punjab
15	Pinjore	Haryana	30	Kotkapura	Punjab

Sr. No	City	State	Sr. No	City	State
31	Durg	Chhattisgarh	48	Jagraon	Punjab
32	Ratlam	Madhya Pradesh	49	Kapurthala	Punjab
33	Boisar	Maharashtra	50	Bilaspur	Chhattisgarh
34	Vasco	Goa	51	Nashik Pimpalgaon	Maharashtra
35	Greater Noida	Uttar Pradesh	52	Narsinghpur	Madhya Pradesh
36	Khanna City	Punjab	53	Ahmednagar	Maharashtra
37	Bhilwada	Rajasthan	54	Indore	Madhya Pradesh
38	Palampur	Himachal Pradesh	55	Surrendranagar	Gujarat
39	Lucknow	Uttar Pradesh	56	Roorkee	Uttarakhand
40	Nabha, Punjab	Punjab	57	Malegaon (Nashik)	Maharashtra
41	Rudrapur	Uttarakhand	58	Khargone	Madhya Pradesh
42	Abohar (Old)	Punjab	59	Faizabad	Uttar Pradesh
43	Gurgaon-Haryana.	Haryana	60	Balaghat	Madhya Pradesh
44	Hanamkonda	Andhra Pradesh	61	Banga	Punjab
45	Nashik (Devlali)	Maharashtra	62	Port Blair	Andaman
46	Sambalpur	Odisha	63	Mandsaur	Madhya Pradesh
47	Balotra	Rajasthan	64	Boisar	Maharashtra

Expansion Plan

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
Existing Number of Screens	4	24	74	174	294	394
Additional Screens	20	50	100	120	100	100
Total Screens	24	74	174	294	394	494
TICKET SALES COLLECTION						
Average Ticket rate	100	100	100	100	110	115
No. of Shows per day	4	4	4	4	4	4
No. of seats per screen	80	80	80	80	80	80
No. of days in a year	365	365	365	365	365	365
Opeartional efficieny	45.00%	45.00%	45.00%	45.00%	45.00%	45.00%
Total Ticket Sales Collection	126,144,000	388,944,000	914,544,000	1,545,264,000	2,277,950,400	2,985,933,600
FOOD & BEVERAGES COLLECTION						
Rent per month per screen	50,000	50,000	50,000	50,000	50,000	50,000
No. of Months in a year (Average)	6	6	6	6	6	6
Average Collection per year	8,400,000	29,400,000	74,400,000	140,400,000	206,400,000	266,400,000

Expansion Plan

ADVERTISEMENT						
Rent per month per screen	30,000	30,000	30,000	30,000	30,000	30,000
No. of Months in a year (Average)	6	6	6	6	6	6
Average Collection per year	7,920,000	22,320,000	49,320,000	74,520,000	88,920,000	106,920,000

ONLINE EDUCATION						
Rent per month per screen	20,000	20,000	20,000	20,000	20,000	20,000
No. of Months in a year (Average)	6	6	6	6	6	6
Average Collection per year	3,360,000	11,760,000	29,760,000	56,160,000	82,560,000	106,560,000

Equity Capital	300,000,000.00	300,000,000.00	300,000,000.00	300,000,000.00	300,000,000.00	300,000,000.00
Reserves	(58,946,622.92)	(51,614,747.62)	(21,300,402.96)	52,667,766.82	183,884,250.03	376,867,340.52
Networth	241,053,377	248,385,252.38	278,699,597.04	352,667,766.82	483,884,250.03	676,867,340.52
Profit After Tax	7,331,875.30	30,314,344.66	73,968,169.78	131,216,483.21	192,983,090.49	258,221,632.40
No. of Equity Shares	30,000,000.00	30,000,000.00	30,000,000.00	30,000,000.00	30,000,000.00	30,000,000.00
EPS	**0.24**	**1.01**	**2.47**	**4.37**	**6.43**	**8.61**







- **Shahrukh Khan inaugurates 1st Miniplex at Ahmadabad**

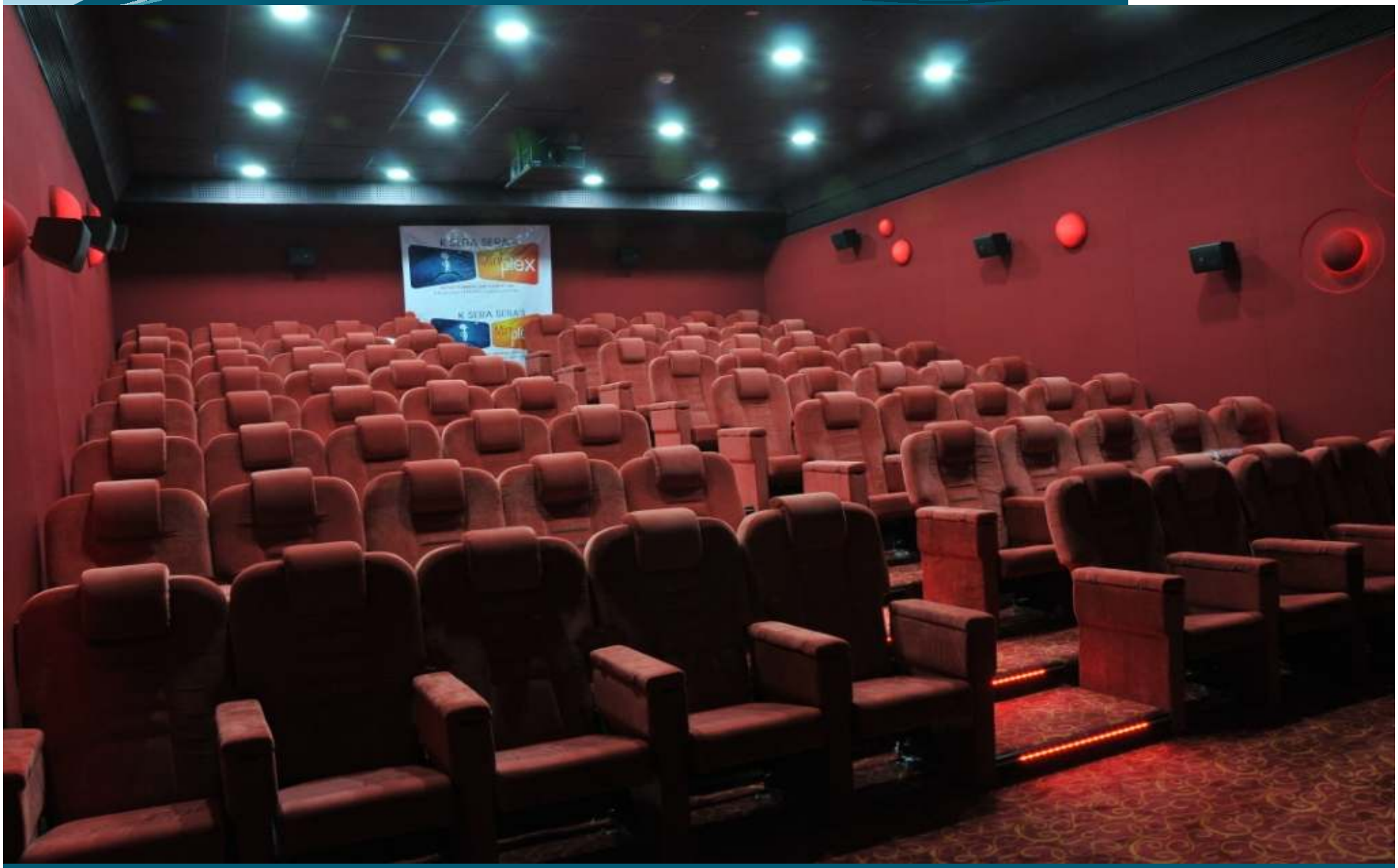
Operationalised

11 Screens in 5 Miniplexes in Ahmedabad, Punjab, Mahad, Ramnagar and Mumbai






K SERA SERA'S
Miniplex
ENTERTAINMENT AND EDUCATION
TOH
BAAT PAKKI!

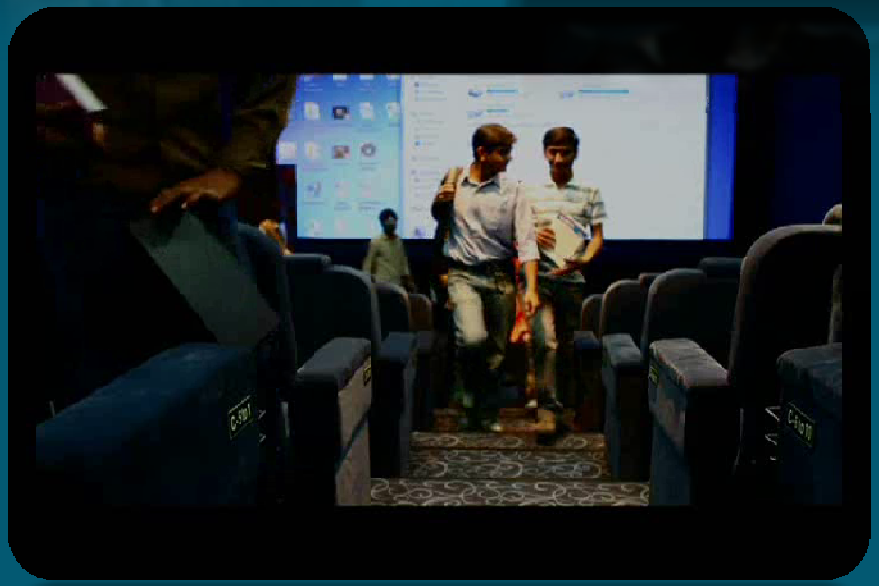


K SERA SERA MINIPLEX LTD.


digitalLEARNING


K Kampus


CONFERENCE | EXPO | AWARDS
27 April 2012







K SERA SERA MINIPLEX PVT. LTD.



K SERA SERA MINIPLEX PVT. LTD.

Core Strength

MULTIPLEX FEEL AT HALF THE PRICE

- Providing affordable entertainment to Middle and even Lower Middle Class in the society, Luxurious ambiance (full reclining seats), Optimized Air Conditioning, State-of-the-art sound system.
- Multi cuisine food courts priced affordably.



Business Models

50 : 50 MODEL

- Term of the agreement 10 years.
- Initial investments of Civil Work and Interior Fit Outs will be by the Franchisee.
- KSMPL to provide technology
- P&L Share 50:50 on net revenue.
- The Management of the franchised business rests with KSMPL.
- All equipments installed / procured by KSMPL, to be maintained by KSMPL at its sole cost. On termination, KSMPL will carry back these equipments.

THANK YOU