



INVESTOR PRESENTATION

MARCH 2019

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PVR - India's Largest Multiplex Player



Leader in terms of number of screens, admits and operating revenues amongst the multiplex players in India⁽¹⁾; amongst the top 10 global multiplex players in terms of number of screens and total admits as of Dec'18⁽¹⁾



748
Screens*



Market share of 22% in the Bollywood segment and 29% in the Hollywood (including Hollywood dubbed) segment for FY18⁽¹⁾



161
Properties*



Leader in 7 of the 8 key cities in India in terms of screen count⁽¹⁾



64
Cities*



Highest average ticket price and spend per head amongst the top 4 multiplex players in India and highest share of advertising income to total operating income among its peers for FY18⁽¹⁾



21
States & UT*



Highest revenue per screen and EBITDA per screen amongst the top 3 multiplex players in India for FY18⁽¹⁾

1. Source: Report titled "Assessment of film and multiplex industry in India" dated March 2019 prepared by CRISIL Limited ("CRISIL Report"). Number of screens as of January 2019; Admits and operating revenue is for FY18.

*As of 8th March 2019

Key Milestones



Opened First
Cinema

1997

2003

2006

2008

2012

2016

2018



Listed on BSE /
NSE



Acquired
Cinemax



Acquired SPI
Cinemas;
Reached 700
screens



Raised first PE
Investment

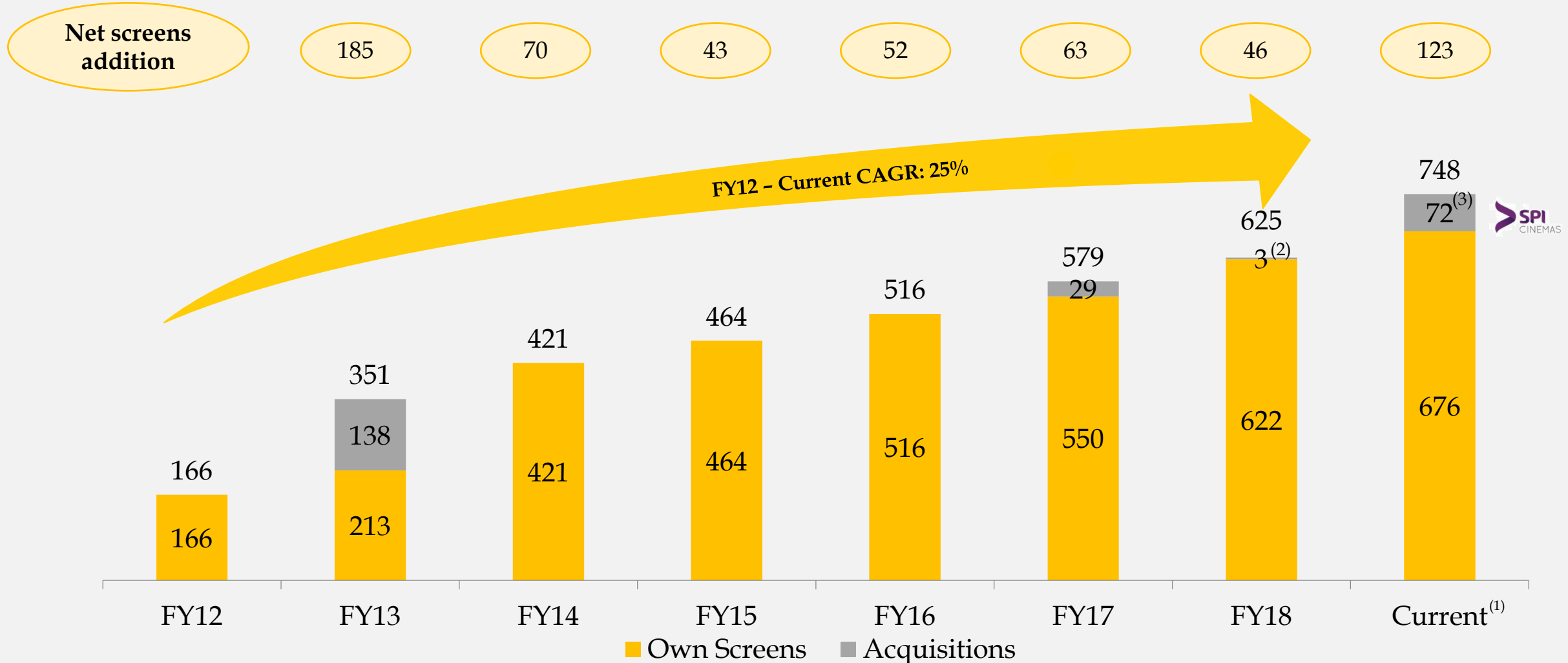


Reached 100
screens



Acquired DT
Cinemas;
Reached 500
screens

Successful Track Record of Delivering Growth



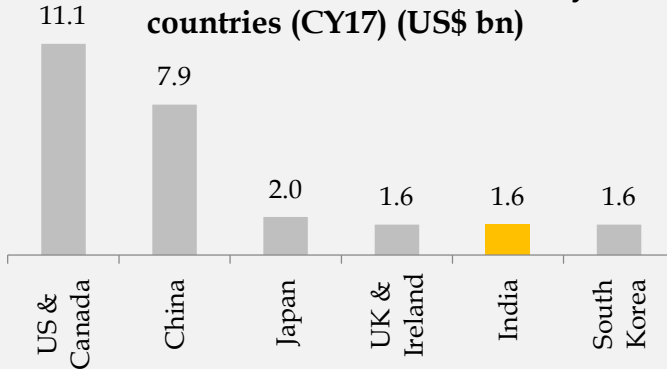
1. As of 8th Mar 2019

2. 29 screens acquired from DT Cinemas were operational at the end of FY17; 3 additional screens commenced operations in FY18.

3. PVR acquired 76 SPI cinema screens. Out of which, 72 screens are operational as of 8th Mar 2019. Remaining four screens are currently under construction and are awaiting certain regulatory approvals.

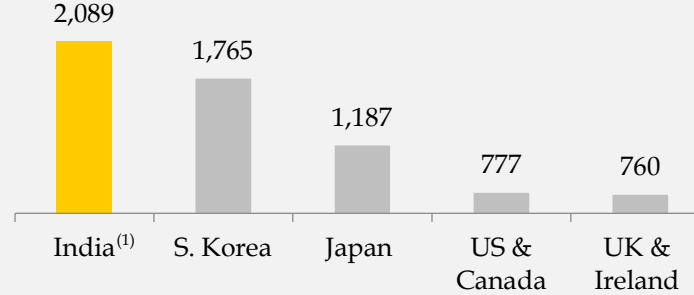
Multiplex Industry Well-positioned to Capture Growth

Gross Box Office Collection of key countries (CY17) (US\$ bn)



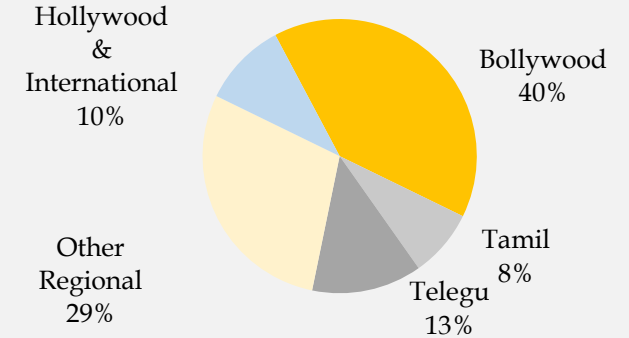
India amongst the top 5 nations globally

No. of movies released / certified across key countries (CY17)



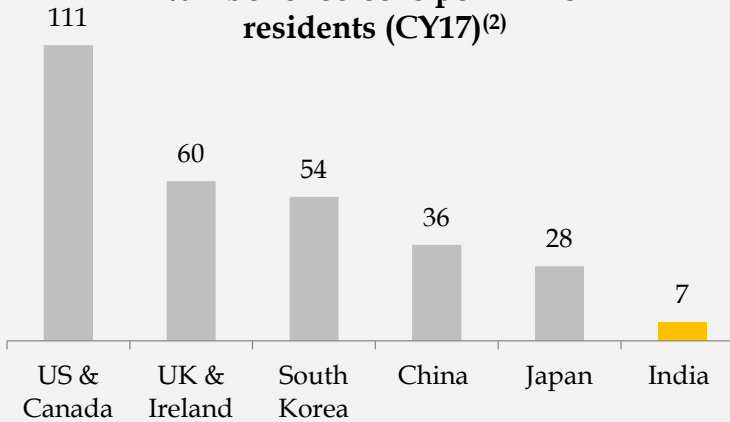
Amongst largest film markets in the world

Box office collections by language (CY17)



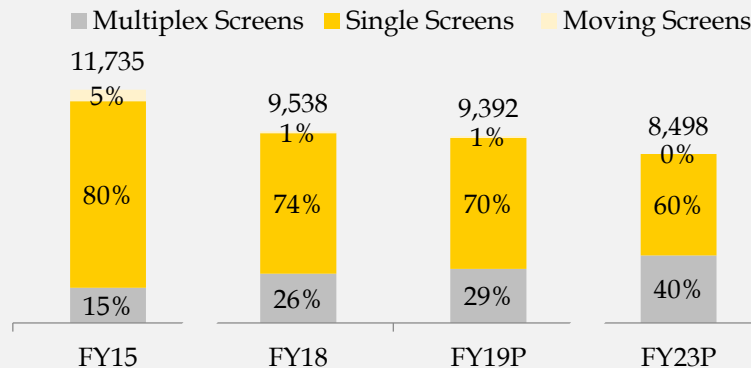
With availability of diversified content

Number of screens per million residents (CY17)⁽²⁾



India continues to remain underpenetrated in terms of movies screen per capita

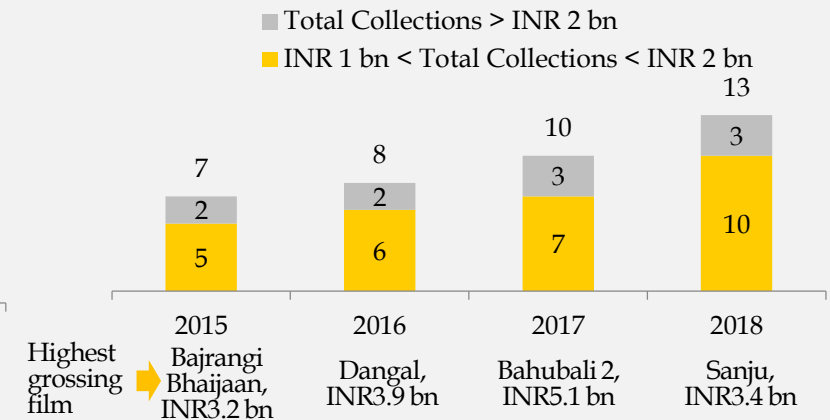
Number of screens in India



Note: P: projected

Multiplexes to be key growth drivers for the film industry in India

Number of Bollywood movies crossing INR 1 bn⁽³⁾

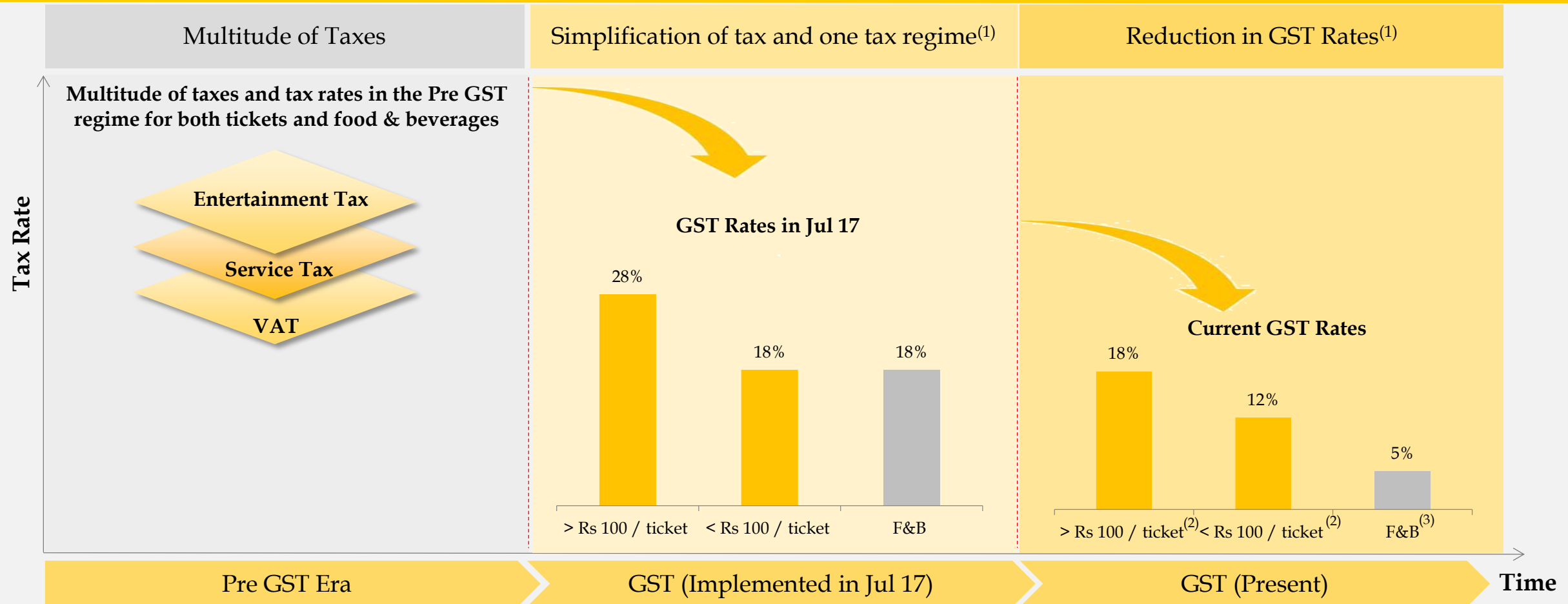


Growing trend of Bollywood movies crossing INR 1 bn collection mark

Source: CRISIL Report.

1. Data available for India is total feature films certified (digital and celluloid, Indian and foreign) and is available for FY; for the above representation, FY16 corresponds to CY 2015, FY17 corresponds to CY 2016 and FY18 corresponds to CY 2017. 2. Population estimates for every country are as per World population prospects 2017 by United Nations. 3. Total collections are net domestic collections

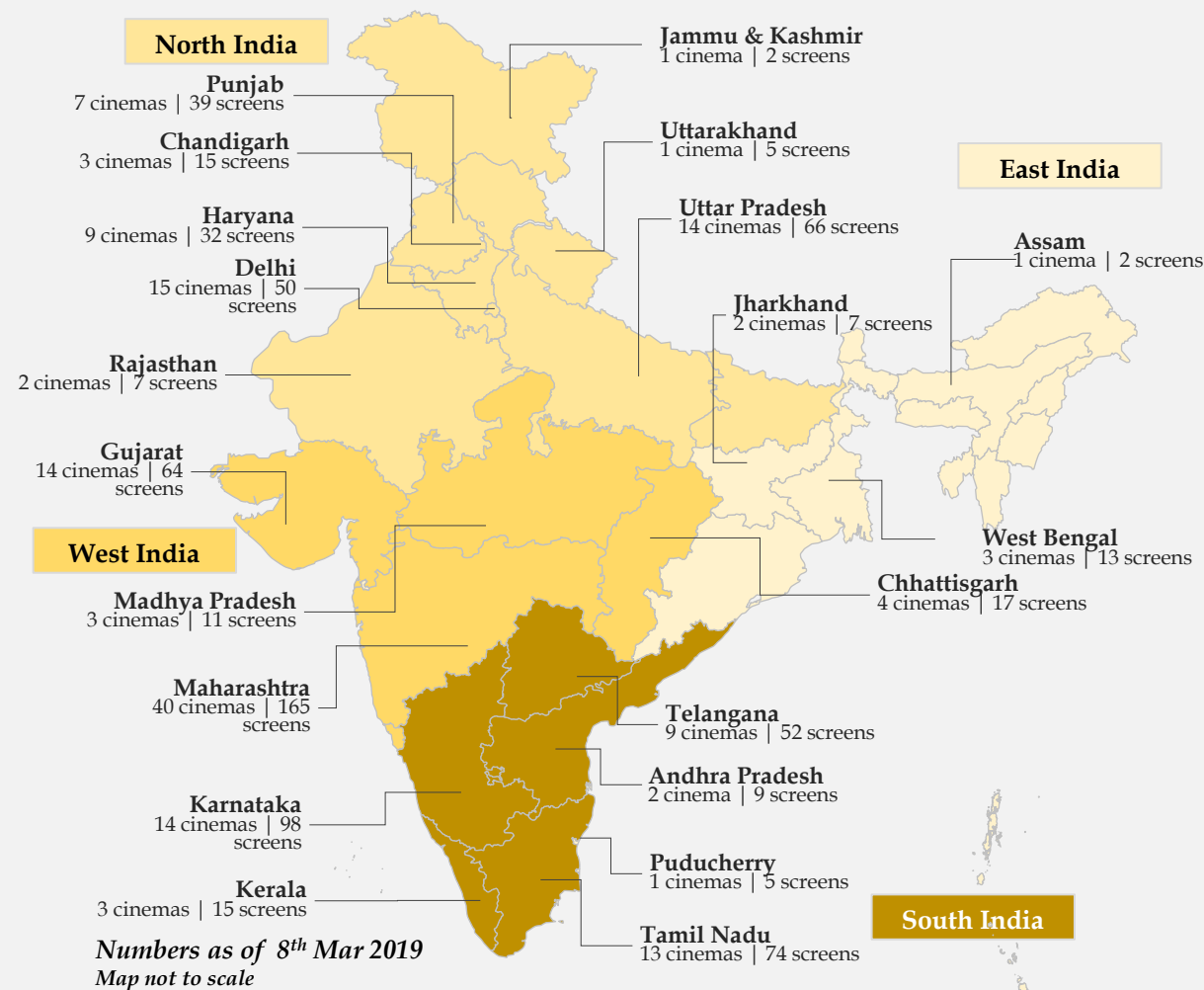
Regulatory Tailwind Supporting Growth



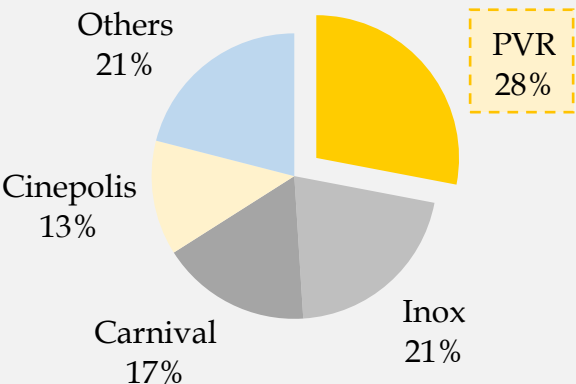
Reduction in the GST rate is likely to have a positive impact on the admits and cinema exhibition industry⁽⁴⁾

1. Local municipalities are empowered to levy entertainment tax in addition to GST under the current regulatory regimes
2. GST rate on movie tickets has been reduced with effect from 1 Jan 2019
3. GST rate has been fixed at 5% on food and beverages without availability of any input tax credit on cost from 15 November 2017
4. Source: CRISIL Report

PVR – India’s Largest Multiplex Player...



Multiplex Screen Operators Market Share⁽¹⁾ (Feb 2019)



Total multiplex screens (Feb'19): ~2,676

Region	Screens ⁽²⁾	PVR Screens Split (%) ⁽²⁾	Rank ⁽¹⁾
North	216	29%	1
South	253	34%	1
West	257	34%	1
East	22	3%	2
Overall	748	100%	1

Largest multiplex player in terms of number of screens and a market leader in 3 out of 4 regions in India⁽¹⁾

1. Source: Market rank based on screen count among the top 4 multiplex players as per CRISIL Report. Benchmarking Dates: PVR – Jan 2019; INOX – Feb 2019; Carnival – 19th Feb 2019 as per their website. Cinepolis - 19th Feb 2019 as per their website.
2. Screen split as of 8th March, 2019

... With Strategically Located Cinemas



Present in 60% of the largest 20 operational malls (by size of property) in India⁽¹⁾



Prime locations at competitive terms



Asset light model with no ownership of cinema premises



Long term lease agreements



Relationships with leading mall developers



Rank⁽²⁾



115

84

65

63

41

35

28

13

Delhi NCR

Bengaluru

Mumbai

Chennai

Hyderabad

Pune

Ahmedabad

Kolkata

■ Number of PVR Screens⁽³⁾

Leader in 7 of the 8 key cities in India in terms of screen count⁽²⁾

1. Source: CRISIL Report; As of March 2019.

2. Source: Market rank based on latest screen count as per CRISIL Report.

3. Source: Company as of 8th March 2019.

... Providing Diversified Product Offerings

Our Brands service audience across segments

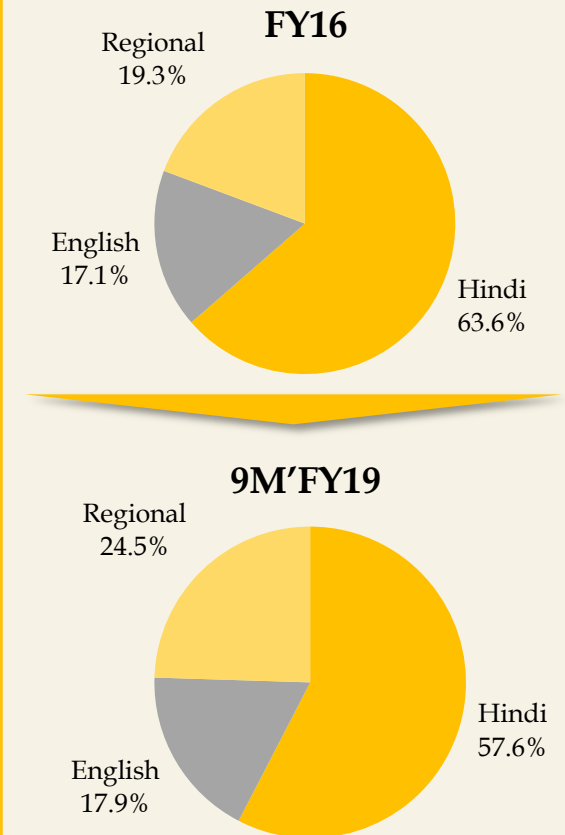


Highest number of premium screens⁽¹⁾

As of 8th March 2019⁽²⁾

Format	Screens
Gold Class	31
4DX	14
IMAX	8
Playhouse	8
PXL	6
Directors Cut	4
Onyx	1
Total	72

Diversified content mix



9M'FY19 number includes SPI cinema numbers.

1. Source: CRISIL Report. Among multiplex players in India as of FY18.

2. Source: Company.

... Premium Guest Experience and

Premium seating



Visual and sound experience



Plush interiors

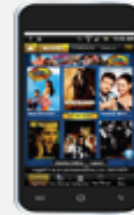


... Innovative Customer Engagement Programs

Digital Initiatives



Interactive Website



Mobile App

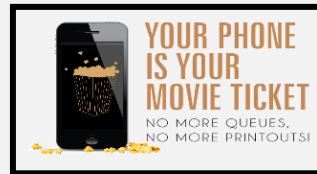


Partnership with
technology aggregators



Digital Cinema Environment

Convenience



QR Code Based
Paperless Ticketing



Ticket Cancellation



Gift Cards and E-
Cards



Next Generation
Quick Tix Machines

Personalization and Loyalty



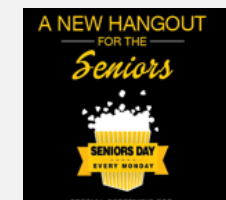
Loyalty Program



Theatre on Demand
Service

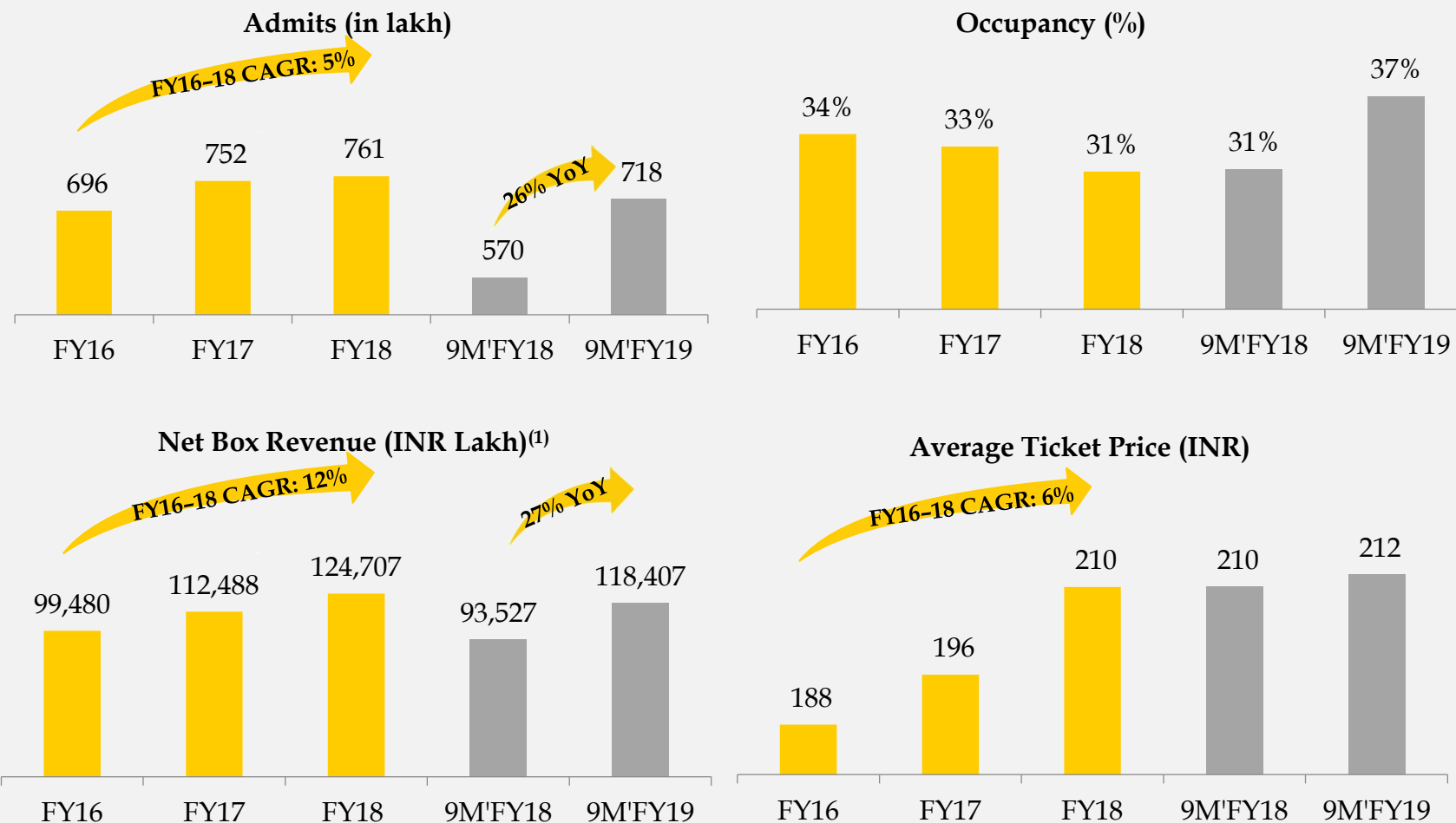


Women on Wednesdays



Seniors Day

Resulting in Highest Box Office Revenue...

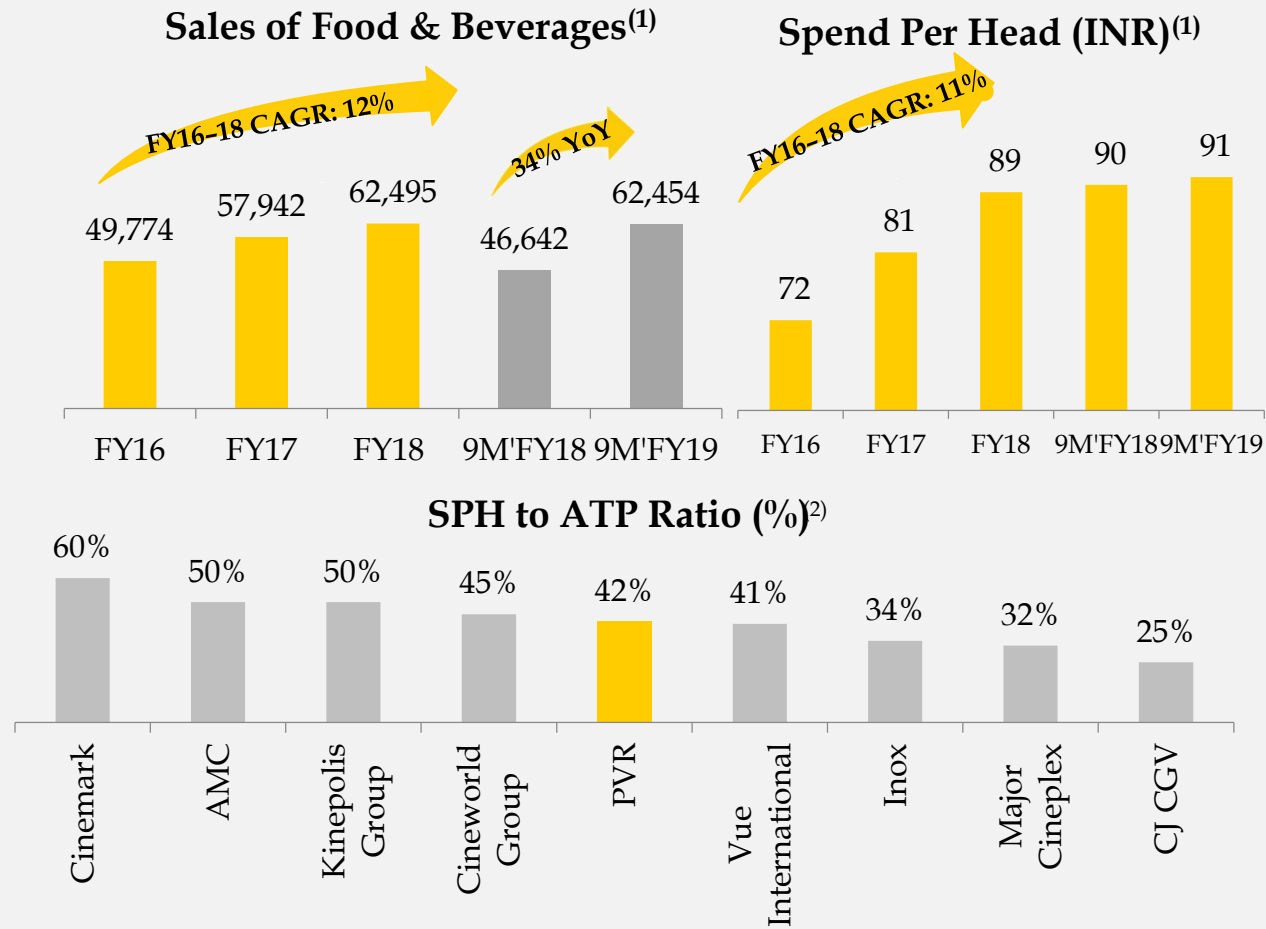


Strong operating parameters driving box office revenue growth

9M'FY19 number includes SPI cinema numbers from 18th August 2018 – 31st December 2018.

1. Net box revenues represents income from sale of movie tickets.

...Highest F&B Revenue



Highest spend per head amongst top 4 multiplex players⁽²⁾

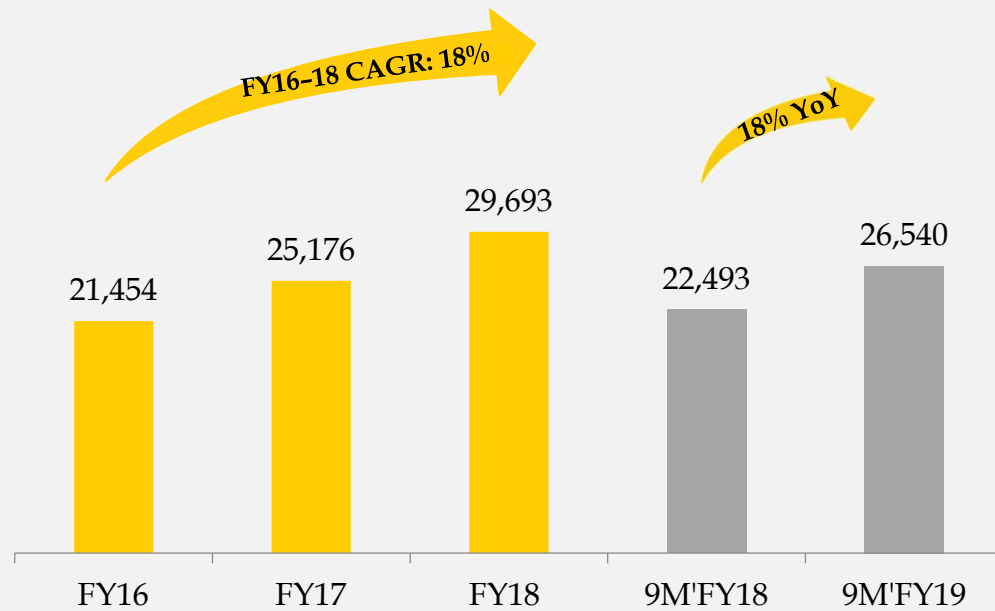
Wide food & beverages offering

9M FY19 number includes SPI cinema numbers from 18th August 2018 – 31st December 2018

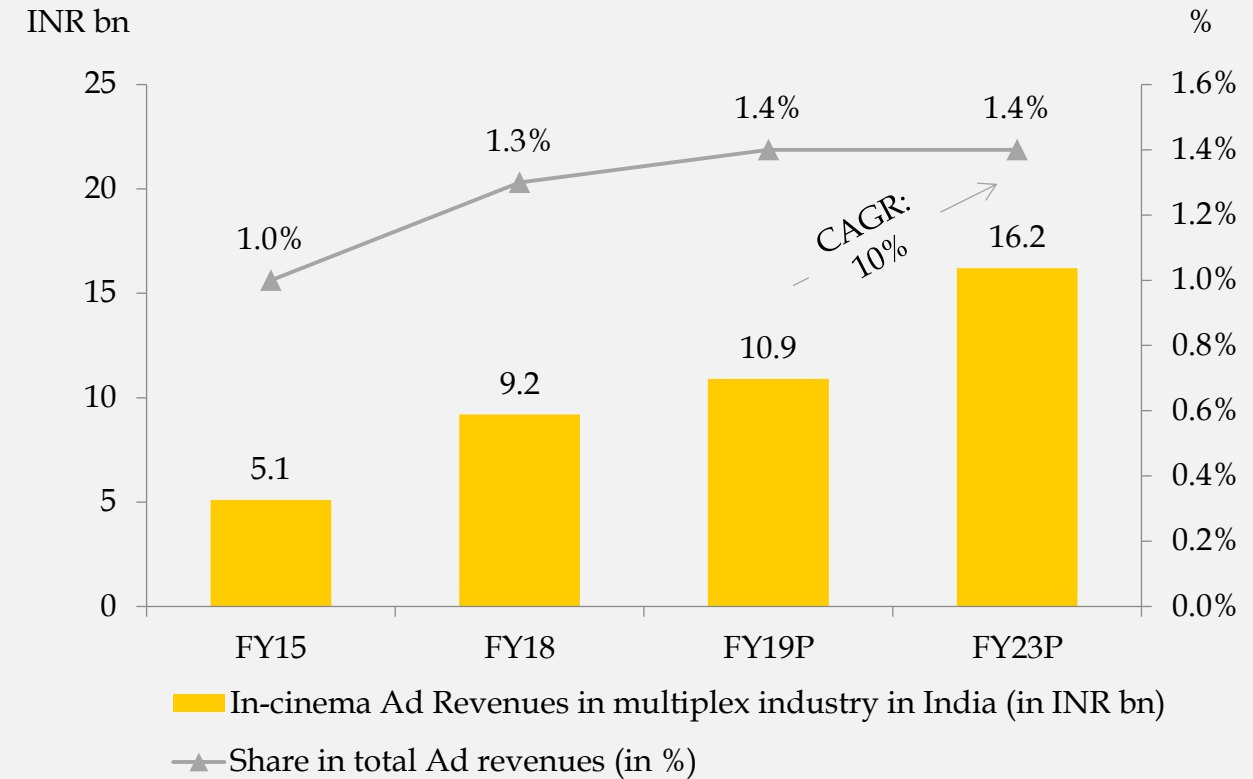
1. Source: Company. 2. Source: CRISIL Report. Benchmarking dates: Vue International - November 2018; Cineworld Group – June 2018 (after acquisition of regal); PVR & Inox– FY2018; Others December 2018.

...And Highest Advertising Revenue

Advertisement Income (INR Lakh)



Trend and Outlook in-cinema Ad Revenues



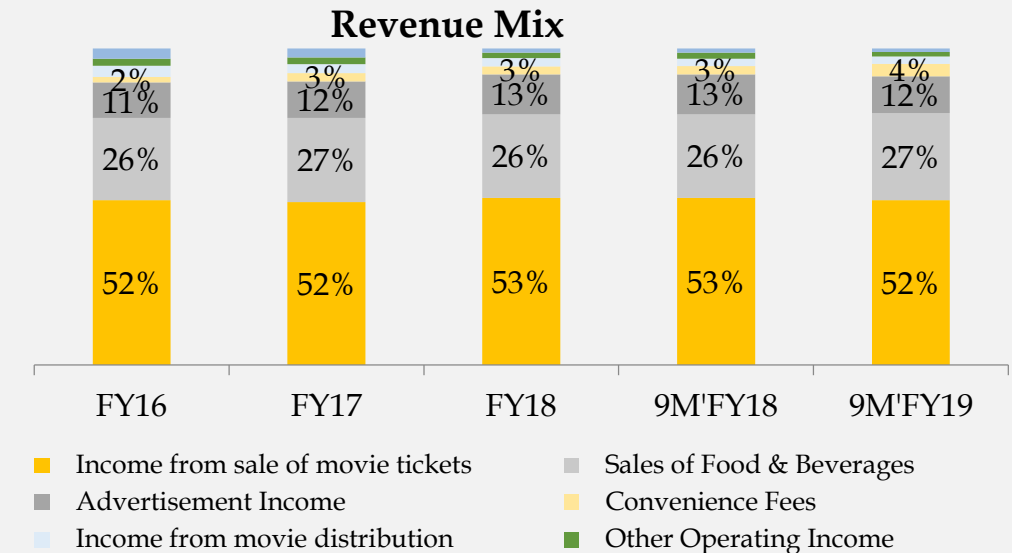
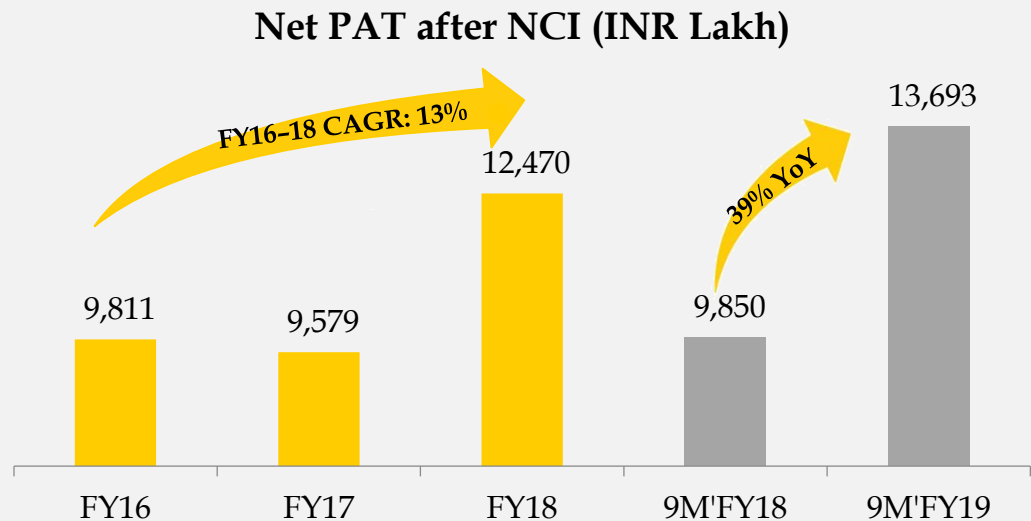
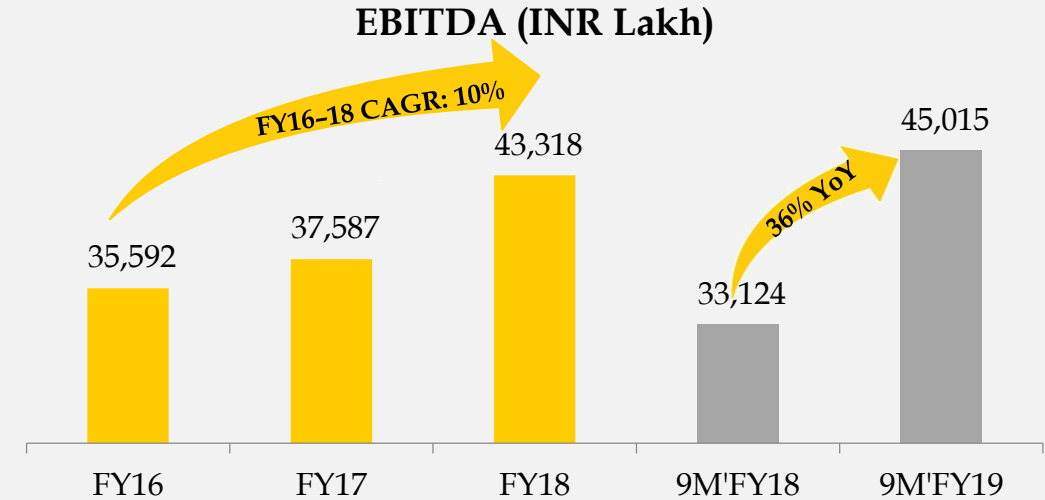
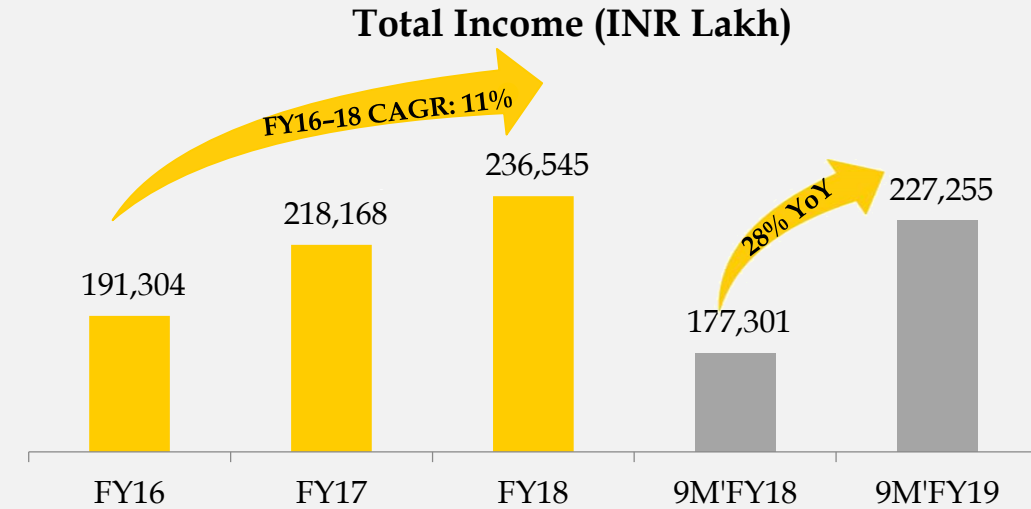
Note: P: projected

Market share of ~33% in the in-cinema advertising segment for multiplex industry in India⁽¹⁾

9M'FY19 number includes SPI cinema numbers from 18th August 2018 – 31st December 2018

1. Source: CRISIL Report

Reflected in Consistent Financial Performance



9M'FY19 number includes SPI cinema numbers from 18th August 2018 – 31st December 2018. All financial numbers are consolidated numbers.
Net PAT after NCI = Net Profit after taxes and after adjustment of non-controlling interests.

Track Record of Successful Acquisitions

Acquisition of SPI Cinemas

Year	2018
Number of Screens acquired	76 ⁽⁴⁾

Market leader in Chennai

Acquisition of DT Cinemas

Year	2016
Number of Screens acquired	32 ⁽³⁾

Consolidated position in Delhi NCR

Acquisition of Cinemax Cinemas

Year	2012
Number of Screens acquired	138

Consolidated position in West India

SPI Cinemas Private Limited – Standalone Results

Particulars (INR Lacs)	Q3, FY18-19
Income from sale of movie tickets	5,633
Sale of food and beverages ⁽⁵⁾	3,844
Advertisement Income	1,133
Convenience Fees	1,000
Other Operating Revenue ⁽¹⁾	2,029
Revenue from Operations	13,639
Other Income	61
Total Income	13,700
EBITDA	3,074
EBITDA Margin	22.4%
Location	16
Screens	72
Seats	18,825
Admits (Lacs)	44
Occupancy %	57.0%
ATP ² (INR)	172
SPH (INR)	89

1. Other operating revenue represents virtual print fees, income from movie production/ distribution, gaming income and management fee.

2. ATP Includes 3D Glasses Upcharge.

3. 29 screens acquired from DT Cinemas were operational at the end of FY17; 3 additional screens commenced operations in FY18.

4. PVR acquired 76 SPI cinema screens. Out of which, 72 screens are operational as of 8rd Mar 2019. Remaining four screens are currently under construction and are awaiting certain regulatory approvals.

5. Sale of Food and Beverages represents sale of food and beverages and sale of other/traded goods.

Driven by Experienced Promoters and Senior Management



Ajay Bijli
*Chairman cum Managing
Director*

Chairman cum Managing Director

Ajay Bijli

- Established PVR in 1995
- Over 2 decades of experience in the movie exhibition industry
- Awarded the “E&Y Entrepreneurial Award 2013 for Business Transformation’



Sanjeev Kumar
Joint Managing Director

Joint Managing Director

Sanjeev Kumar

- Over 2 decades of experience in the movie exhibition industry
- Manages the film acquisition and distribution business and programming activities of PVR
- Also involved in the development and growth strategy of PVR

Driven by Experienced Promoters and Senior Management



Chief Executive Officer

Gautam Dutta

- Has worked in PVR for over 13 years
- Responsible for managing the entire day to day operations of the business to ensure an effective management of resources and delivering the P&L



Chief Executive Officer of PVR Pictures & Chief Business Planning & Strategy of PVR Ltd

Kamal Gianchandani

- Has worked in PVR for 18 years
- Handling film financing, distribution, syndication, licensing and cinema exhibition for both Indian and foreign language films in India. Also, oversees Business Planning and Strategy at PVR



Group Chief Financial Officer

Nitin Sood

- Has worked in PVR for 17 years
- Oversees Accounting and Finance, Legal and Compliance for the group & is responsible for managing business and funding strategy for the company including M&A, Equity and Debt raise, strategic business expansion opportunities for the company



Chief Officer - Growth and Development

Pramod Arora

- Has worked in PVR for 18 years
- Oversees growth & development of new screen portfolio and execution and fit out of new screens

Guided by an Experienced Board Of Directors



Ajay Bijli
*Chairman cum Managing
Director*



Sanjeev Kumar
Joint Managing Director



Renuka Ramnath
Non Executive Director



Vishal Mahadevia
Non Executive Director



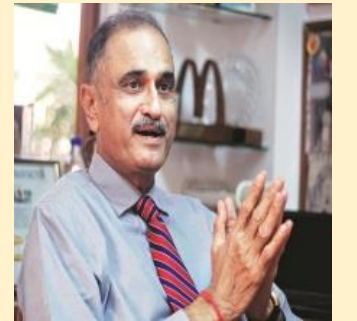
Amit Burman
Independent Director



Sanjay Khanna
Independent Director



Sanjai Vohra
Independent Director



Vikram Bakshi
Independent Director

In Summary: PVR – India's Largest Multiplex Player



Consolidating industry providing ample room for growth



Largest pan-India cinema player with strong brand equity



Strategically located cinemas



Diversified product offerings and premium guest experience



Leadership position across key operating metrics and consistent financial performance



Experienced promoters and senior management team with established track record

Appendix

Snapshot of Consolidated Profit & Loss

Particulars (INR Lacs)	FY 16	FY 17	FY 18	9M, FY 18	9M, FY 19
Income from sale of movie tickets	99,480	1,12,488	1,24,707	93,527	1,18,407
Sales of Food & Beverages	49,774	57,942	62,495	46,642	62,454
Advertisement Income	21,454	25,176	29,693	22,493	26,540
Convenience Fees	3,329	5,816	5,971	4,525	8,890
Income from movie production and distribution	6,752	6,037	6,216	4,160	5,136
Other Operating Revenue	4,167	4,484	4,329	3,574	3,365
Revenue from Operations	1,84,956	2,11,943	2,33,411	1,74,921	2,24,793
Other Income	6,348	6,225	3,134	2,380	2,462
Total Income	1,91,304	2,18,168	2,36,545	1,77,301	2,27,255
Movie Exhibition Cost	41,975	46,516	53,766	41,059	51,638
Consumption of food and beverages	12,483	14,010	15,907	11,765	17,086
Employee Benefit Expense	18,594	22,051	25,407	18,877	24,687
Rent	33,160	39,015	41,114	30,502	36,679
Common area maintenance	8,829	11,205	11,259	8,453	9,409
Other Expenses	40,671	47,784	45,775	33,521	42,741
Total Expenses excluding D&A expense and Finance cost	1,55,712	1,80,581	1,93,228	1,44,177	1,82,240
EBITDA	35,592	37,587	43,318	33,124	45,015
EBITDA Margin	18.6%	17.2%	18.3%	18.7%	19.8%
Depreciation & Amortization	11,511	13,838	15,369	11,430	13,635
Finance Costs	8,395	8,058	8,371	6,271	8,850
PBT	14,530	15,284	19,446	15,325	22,482
Tax	4,668	5,700	7,044	5,512	8,320
PAT	9,862	9,584	12,402	9,813	14,162
PAT Margin	5.2%	4.4%	5.2%	5.5%	6.2%
Non-controlling interests	-51	-5	68	37	-469
PAT after adjustment of non-controlling interests	9,811	9,579	12,470	9,850	13,693
EPS - Basic (INR)	21.05	20.50	26.68	20.97	29.30
EPS - Diluted (INR)	21.03	20.50	26.57	20.89	29.11

Snapshot of Consolidated Balance Sheet

Particulars (INR lakhs)	31 Mar '16	31 Mar '17	31 Mar '18
Total Equity	92,132	100,551	107,617
Equity share capital	4,669	4,674	4,674
Other equity (incl. Non-Controlling Interest)	87,463	95,877	102,943
Total Debt	66,002	81,958	83,051
Long Term Borrowings	57,182	60,504	56,156
Short Term Borrowings Including Current Maturity of Long Term Borrowing	8,820	21,454	26,895
Other Non Current Liabilities (incl. deferred tax liab)	672	801	1,060
Total	158,806	183,310	191,728
Fixed Assets	107,558	161,425	169,154
Equity accounted investees			227
Financial assets	20,372	17,939	23,204
Other Non Current Assets (incl. deferred tax assets)	16,197	15,166	12,524
Cash & Bank Balances	26,713	2,990	3,279
Current Assets (other than cash and bank balances)	18,882	25,049	26,496
Less: Other Current Liabilities	30,916	39,259	43,156
Net Current Assets	-12,034	-14,210	-16,660
Total	158,806	183,310	191,728

Select PVR Brands

PVR *Director's Cut*



PVR GOLD CLASS



PVR IMAX®



PVR

PREMIERE



PVR
CINEMAS



PVR ECX



PVR SUPERPLEX



PVR ICON



P[XL]



PVR

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NEXT CHANGE

SAFIA

SAFIA

PVR PLAYHOUSE



PVR 4DX™



Glossary

Terms	Full Form - Formula
EBITDA	Profit before exceptional items and tax less Share of profit/ (loss) of equity accounted investees (net of tax) add Finance costs add Depreciation and amortisation expense
EBITDA Margin	EBITDA / Total Income
Net PAT after NCI	Net Profit after taxes and after adjustment of non-controlling interests
Admits	Number of tickets issued at our cinemas for any relevant period
Occupancy (%)	Number of admits in a period divided by seating capacity as of the relevant period
Average Ticket Price (ATP)	Average Ticket Price = Gross Box Office Collection (gross collection from sale of movie tickets including applicable taxes)+3D Glasses Income / Admits
Spend Per Head (SPH)	Spend Per Head = Gross Sale of Food and Beverages from exhibition business (gross sales from food and beverages including applicable taxes)/ Admits
Other Operating Revenue (SPI)	Income from Film Production + Virtual Print Fee + Gaming Income + Management Fee
Other Operating Revenue (Consolidated)	Virtual Print Fee + Food Court Income + Gaming Income + Management Fee
Net Box Revenue	Net box revenues represents income from sale of movie tickets.
D&A expense	Depreciation & Amortization
Other Expenses	Total Expenses excluding D&A expense and Finance cost –Movie Exhibition Cost –Consumption of food and beverages –Employee Benefit Expenses –Rent –Common Area Maintenance
Other equity (incl. Non-Controlling Interest)	Other Equity includes Equity attributable to equity holders of the Parent Company and Non Controlling Interest
Long Term Borrowings	Long Term Borrowings are shown at amortised cost
Other Non Current Liabilities (incl. deferred tax liab)	Other Non-Current Liabilities includes Non Current Provisions and Deferred Tax Liabilities (Net)
Fixed Assets	Fixed Assets include Property, Plant and Equipment, Capital work in progress, Goodwill (including on consolidation), Other Intangible Assets
Financial Assets	Financial Assets include Investments and other financial assets
Current Assets (other than cash and bank balances)	Inventories, Investments, Trade Receivables, Loans, Other financial assets and Other current assets
Other Current Liabilities	Current Liabilities include Trade Payables, Other Payables (excluding Current maturities of Long Term Borrowings), Provisions, Other Current Liabilities
Cash & Bank Balances	Cash and Cash Equivalents + Other Bank Balances
GST	Goods & Service Tax

THANK YOU

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