

2



YEARS *of* REFRESHING  
ENTERTAINMENT

Twenty Years  
*of* Powering Trends

*Twenty Years*  
OF BREAKING BOX  
OFFICE RECORDS

2



*Years of  
Indulgence*

2



YEARS OF POPPING  
TASTEBUDS

*years of moviecation*

TWENTY YEARS OF LUXURY

*Twenty Years of*  
blockbuster  
performance

2



YEARS OF  
INNOVATION

2



TWENTY YEARS  
OF SMILES

YEARS *of* ACCOLADES

TWENTY YEARS  
OF TAKING INDIA  
TO THE MOVIES

ANNUAL REPORT 2016 - 17



PVR  
CINEMAS

—CELEBRATING—



YEARS OF ENTERTAINMENT

# Read on



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#### Forward-looking statement

In this Annual Report, we have disclosed forward-looking information to enable investors to comprehend our prospects and take investment decisions. This report and other statements - written and oral - that we periodically make, contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried, wherever possible, to identify such statements by using words such as 'anticipate', 'estimate', 'expects', 'projects', 'intends', 'plans', 'believes', and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in our assumptions. The achievements of results are subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should keep this in mind. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise.

For 20 years, it has been an inspiring journey for millions of Indians whom PVR has taken to the movies. It has been 20 years of entertainment and 20 years of making dreams come alive.

20 years of mapping a journey that began with a single theatre and now encompasses 126 theatres, having touched the hearts of more than 75 million viewers.

20 years of fulfilling the deepest aspirational desires of those who love their movies, and are in search of occasions to make movie-watching an experience to remember and cherish.

This annual report is an ode to those 20 years of engaging with our patrons, and a curtain-raiser for the foreseen future, for which we have laid the platform to create new vistas of refreshing entertainment and innovation.

1997

PVR becomes the pioneer of Indian multiplexes collaborating with village roadshow to open its first cinema

2006

Listed on BSE/NSE  
Launches PVR Talkies, the People's cinemas

2008

Reaches the 100 screen milestone

Launches the first digital cinema with PVR Premiere at Ambience Mall, Gurugram

# 20 Years of Creat

Launches India's largest multiplex at Forum Mall, Bengaluru

Introduces PVR Plaza under the heritage sub-brand

Launches India's first Gold Class cinema

2004

Launches a new sub-brand PVR Premiere for the discerning audience

2007

Reaches the 150 screen milestone

Launches the new paradigm in Indian cinema industry - PVR Director's Cut, a 7-star movie viewing experience

2011

2012

Becomes India's 1st  
fully 2k digital cinema  
chain

Launches a new sub  
brand, PVR ECX at  
Kurla, Mumbai

Launches PVR IMAX at  
Forum Mall, Bengaluru

2015

Launches PVR Icon  
sub-brand

2017

Launches VR lounge  
Launches P(XL)

Crosses billion dollar  
market cap

# ing Entertainment

Acquires Cinemax  
to become the No.1  
Cinema chain in the  
country

2013

Launches north India's  
largest 15 screen  
superplex

Reaches 500 screen  
milestone

Acquires DT cinemas\*

Launches VKAAO

2016

\*Acquired 29 screens of DT cinemas

# An Ode to 20 Years of Making Our Patrons Smile

HOLD YOUR HEART,  
AND ENTER THE WORLD OF CINEMA.



*“I closed my eyes and I saw a dream. A dream that was larger than life. A dream in which stars shone bright through the mist of the monotony of living. I saw that I had embarked on a journey of new hopes and new aspirations, leaving behind the travails of everyday life”*

A 10-year-old girl wants to celebrate her birthday in style. Or a business honcho is looking for a small but much-needed break after a back-breaking week at work. Or perhaps a housewife is in search of a few hours of peace, away from the humdrum of her daily routine.

For 20 years, we, at PVR Cinemas, have been helping Indians, across hues, age groups and regions, take off on the wings of their dreams to create a few magical moments that will give them a lifetime of happiness. And then helping them make those dreams come true!

It has been 20 years of taking India to the movies, and of changing their experiential tryst with cinema. 20 years of helping audiences across India enjoy some of the greatest cinematic experiences in an ever-evolving environ that is more star-studded than the stars they watch on the big screen.

It has been 20 years of feeling the pulse of our patrons and delivering them what they want – a great cinema experience made greater with every movie outing. And of driving passion to change the rules of the game for the dynamically evolving Indian cinema industry.

THE PVR ECO SYSTEM IS SPREAD ACROSS MULTIPLEXES, MOVIES DISTRIBUTION AND BOWLING TO DELIVER A HOLISTIC ENTERTAINMENT EXPERIENCE TO CONSUMERS

**So keep dreaming. We are there to make those dreams come true for you.**



From transforming the single-screen theatre customary into the Multiplex, and then the Superplex experience, To carving a strong niche as one of the top 10 cinema exhibition companies in the world.



From pre-empting the aspirations of our treasured patrons by creating more choices for them to revel in, To changing their one-dimensional theatre experience into a multi-format outing, designed to meet their exclusive desires.



From innovating and renovating the cinema business for all those discerning audiences who are always on the look-out for new recipes of happiness, to creating a whole new class of cinema-goers (Gold Class, Director's Cut, Plush recliners) that wants to enjoy every moment of their moviecation.





# Capturing 20-Year Journey in a Click

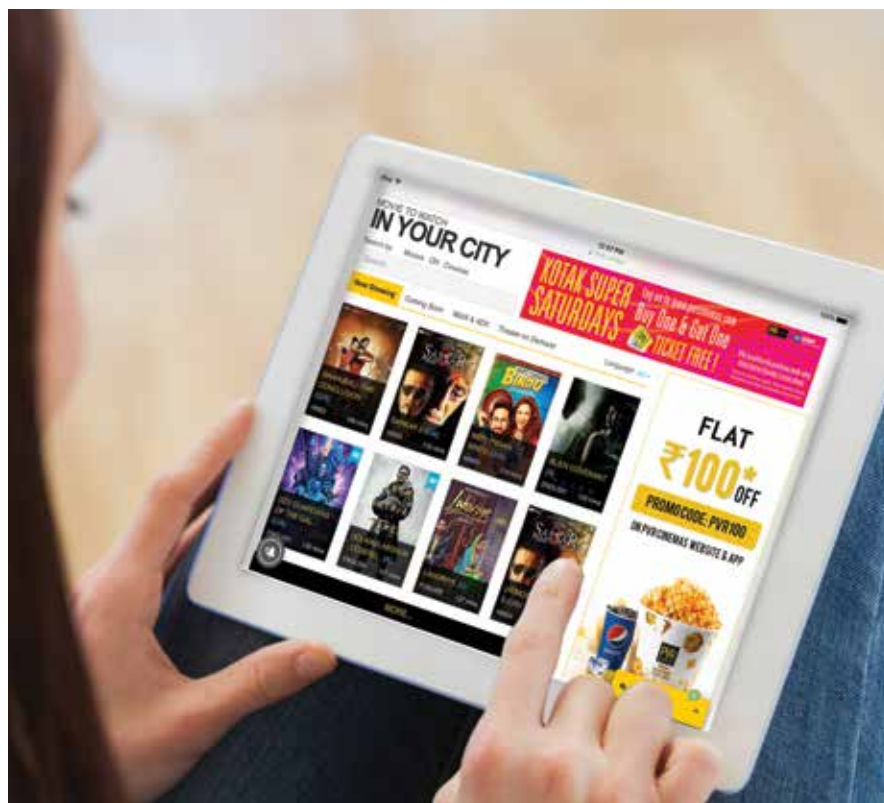
IT'S TIME TO START.  
CLICK ON THE BUTTON.

*"I dreamt of a solution to book my cinema tickets at the click of a button, easing hours of toil and standing in serpentine queues. And I found a simple one"*

We were the first in this business to introduce mobile-based ticketing, and also the first to launch a Mobile App, to make it possible for our patrons - from that little boy to that housewife and the businessman, the professional and others - to realise their dream of an exciting outing in just a few minutes.

We remain up-to-date with new payment technologies to provide viewers a wide choice of payment at cinemas and online. We have almost doubled our online penetration in the last 2 years. The online admits as a % of overall admits were 26% in FY 14-15, which rose to 45% in FY 16-17.

Our strategic digital tie-ups with Paytm, Bookmyshow, Justdial & Ticket New



have given a whole new meaning to the people's aspirations of dreaming big and doing small work to actualise those dreams. Consumer convenience epitomises our relationships with both these service providers, who do not just provide us with platforms for sale of PVR movie tickets but go beyond to give the cine-goers that seamless movie-watching experience which makes every such occasion a joyful one.

Deepening our connect with the consumers, the digital partnerships & initiatives are directed towards increasing the Box office revenues by reaching out to more consumers & achieve better penetration in India's teeming micro markets, making it a win-win situation for our patrons, film distributors and producers. The customer data gathered by way of this online transactions also help us to provide timely, targeted & relevant content & messaging to them.





PVR tickets and F&B products are sold and marketed on Paytm portal's web, mobile apps, tapping a major segment of the consumer, with its marked shift towards online and mobile sales. For Paytm, the CRM backbone enables better segmentation and analysis in marketing relevant content to users. PVR gains from the relationship in terms of reduced box office cost burden and helping in predictive modelling through consumer data made available as a result of the tie-up.

BESIDES EXTERNAL TIE-UPS, WE ALSO HAVE OUR OWN APP AND WEBSITE TO SERVE AS A SINGLE-WINDOW POINT OF ACCESS FOR CONSUMERS TO BUY OUR MOVIE TICKETS AND F&B PRODUCTS



With more and more consumers moving towards e-platforms for their transactions, automation has emerged as a necessary tool to drive business. Our Bookmyshow association underlines a new value proposition for our patrons by creating a one-click convenience window, backed by cost efficiencies and multiple choices.

So no more worrying about standing in endless queues to end up discovering that you can't get the seats of your choice. Just log in for a few easy minutes of finding the right movie at the right time at the right PVR theatre, every time!

339 Lakh

Total online admits during FY 17

45%

Online admits as % of overall admits in FY 17

Rs. 748 Crores

Online Gross Box Office

51%

Online Gross Box Office as % of Overall Gross Box Office

# Celebrating 20 Years of Taking India to the Movies

TIME FOR EXCITEMENT



*“With every step closer to making my dream come true, I found my excitement levels scaling a new high. Till I entered a world bigger than I had ever imagined, to enjoy an experience more powerful than I could have envisaged even in my wildest dreams”*



579 screens, 126 cinemas, 50 cities, 1,32,026 seats to choose from. If you find these numbers mind-boggling, then just wait till you actually enter the PVR theatre to discover how big can big actually be.

Sample this:

- Every PVR screen uses 4K digital and 2K DCI compliant projectors.
- Our three screens operate on the revolutionary 4DX technology, designed to stimulate all your five senses.
- With 4 IMAX screens and a line-up of another 6, we have the largest IMAX installations in India, providing viewers with a world-class, state-of-the-art viewing technology backed by optimised sound and projection systems designed for a magical experience.
- We use PXL – a combination of Christie Deo and ATMOS, at our theatres (our partnership with Dolby ATMOS is the largest in India). Dolby Atmos lends PVR a strong technology-edge in sound quality.
- All our properties are 3D-enabled, making us the theatre group with the highest number of 3D installations in India.

- The Playhouse concept – a 50-seater movie auditorium designed for kids, is a niche offering with bean bags, In Audi Slide, Exclusive Candy serving special Kids’ Menu making it the ultimate movie destination for kids.

For 20 years, we have worked ardently to take India to the movies with new and innovative offerings to regale their senses. With every technological breakthrough at our theatres, and unique partnerships with global leaders in the industry, we have added more layers of excitement and joy to their cinematic experience. Our partnerships with the world’s leading screening standards worldwide, such as IMAX & Dolby ATMOS, have been drawing millions to the PVR theatres for years, while the Dolby sound effects continue to enamour audiences across the length and breadth of India.

Innovation thus underlines every initiative we have pioneered over the past 20 years, to transform the way India perceives and experiences cinema. It has been the propeller of our growth engine over the years, while enhancing the movie-goers’ interface with cinema. And it shall continue to do so for years to come.