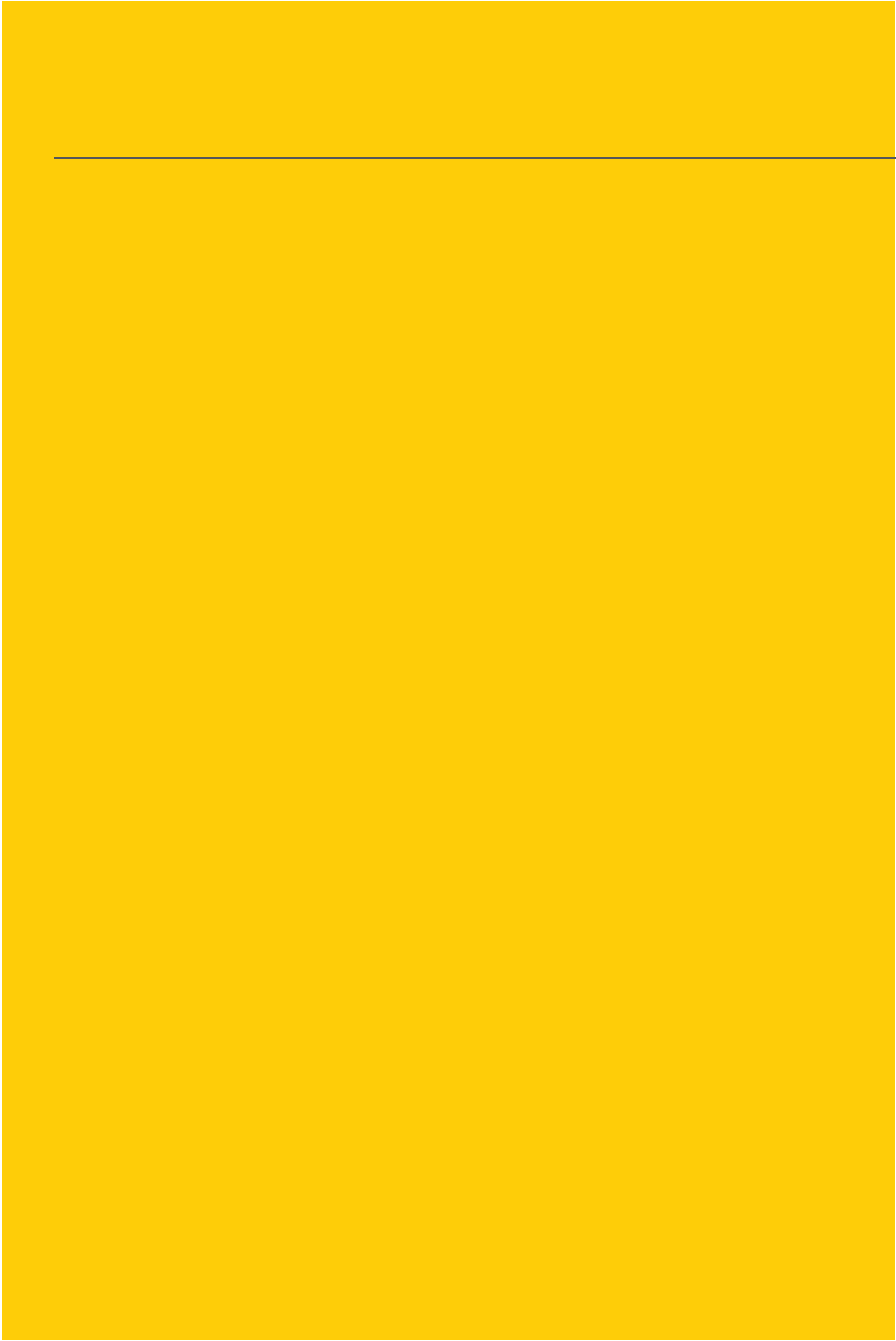
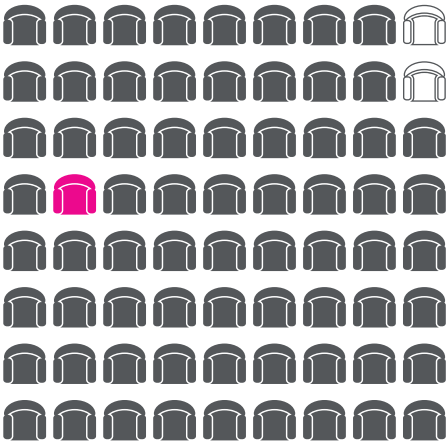
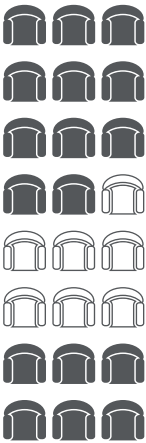




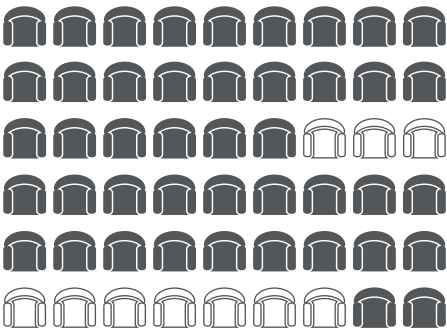
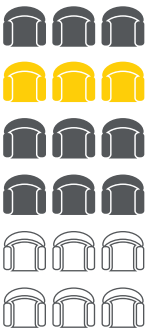
lights. camera. expansion.

PICTUREHOUSE MEDIA LIMITED **ANNUAL REPORT 2015**









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the indian film industry

Poised to witness tremendous growth, the Indian film industry today is at an inflection point. Backed by rapid urbanization, digital distribution and a surge of investments in previously unpenetrated markets, the sector is set to make a powerful comeback. And Picturehouse Media Limited, the sole listed entity in this realm, is at its core.

With over a hundred years of cinematic history behind us, motion pictures continue to be an important part of Indian entertainment. The industry has grown by leaps and bounds over the past decade, and today, having proved its resilience to the world, stands at the cusp of a momentous phase of growth.

Various factors have come together to make this happen. The industry has benefitted from increased corporatisation and professionalism, paving the way for entertainment-focussed investment. The rapid growth of multiplexes and their infiltration into smaller cities has transformed the cinematic experience for millions of Indians. Digital adoption across the industry's value chain has meant more widespread releases, penetration into smaller, previously untapped markets and an increased ability to invest in differentiated content.

While Bollywood may currently be the face of Indian cinema, with the emergence of new consumption centers in Tier II and III cities, the country's lesser known, **regional film centers are emerging as the new money spinners of the industry.** And at Picturehouse Media Limited, we are geared to drive this growth. From investing to shareholding, from financing to reaping dividends, we will continue to propel this strong growth trajectory.





OUR VISION

To be a game changer in the Indian media and entertainment sector.



OUR MISSION

To deliver trendsetting solutions for capital requirements of the media and entertainment sector, and create a value chain that benefits every stakeholder.

corporate philosophy and identity

India is one of the largest producer of films in the world. Picturehouse Media Ltd is South India's leading organized film media capital provider.
