



INVESTOR UPDATE

Q3 & 9 MONTHS, FY 2014-15

Table of Contents

S. No.	Particulars	Slide No.
1	Key Numbers	1
2	Screen Portfolio	2
3	Consolidated Results	3
4	Exhibition Business	4
5	Key Operating Statistics	
	Box Office	5 – 6
	F&B Revenues	7 – 8
	Sponsorship Revenues	9
6	Expenditure Analysis	10 – 11
7	Financial Summary	12
8	Property Openings	13
9	Upcoming Films for next 3 months	14 – 17

Key numbers – Q3, FY 2014-15

Revenue Lakhs

42,118 +24%

vs 33,876

EBITDA Lakhs

8,399 +63%

vs 5,141

PAT Lakhs

3,159 +127%

vs 1,391

Admits Lakhs

160 +12%

vs 143

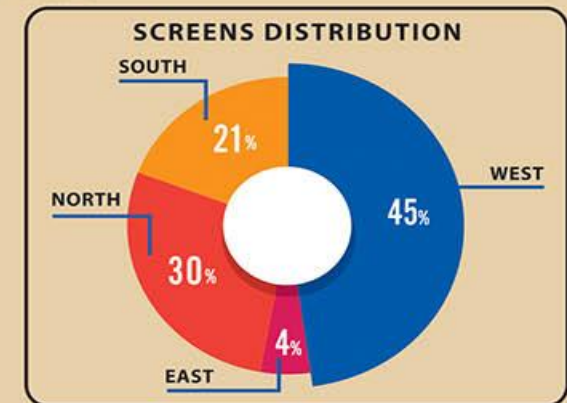
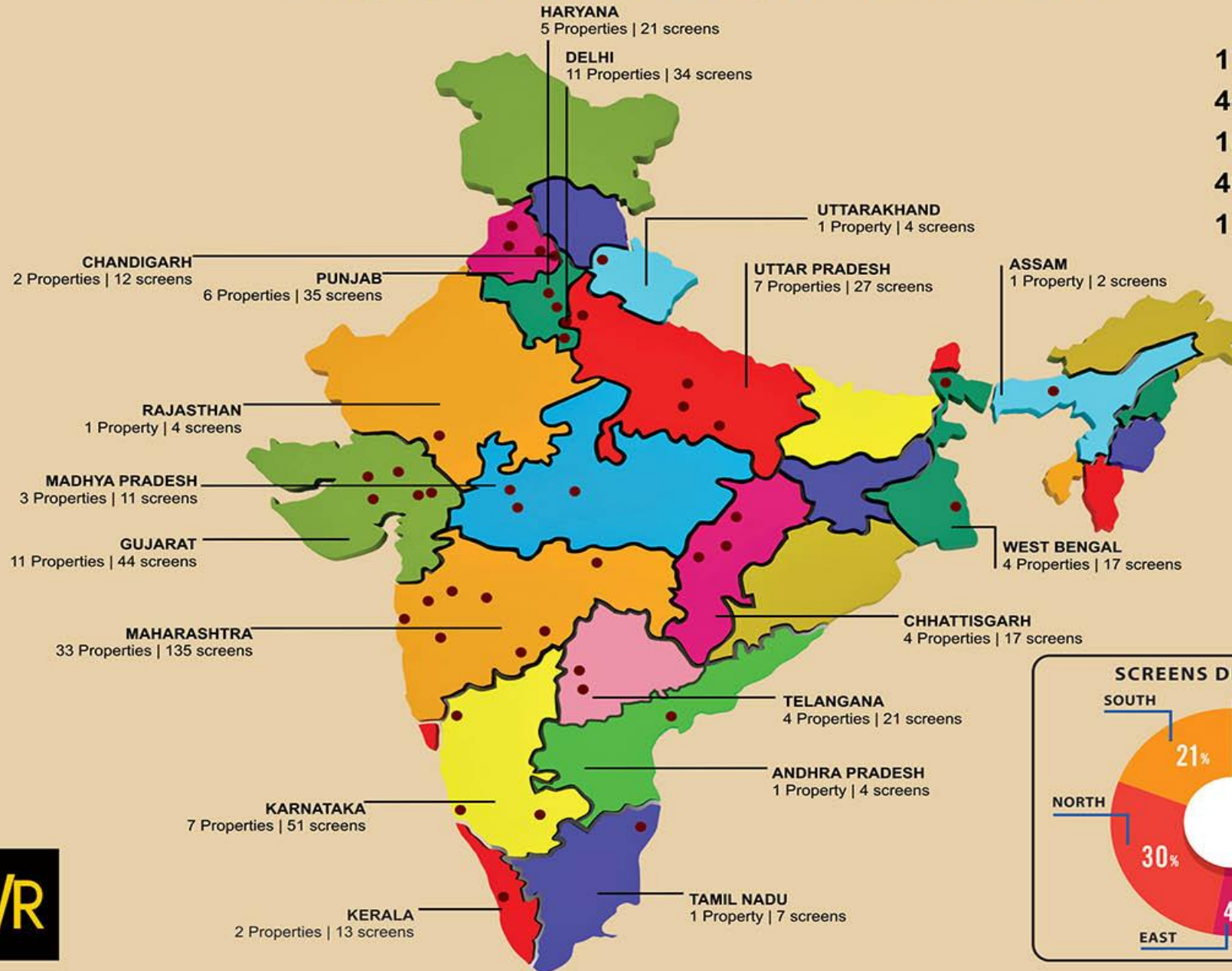
EBITDA Margin

19.9% +4.7%

vs 15.2%

LARGEST MULTIPLEX CHAIN IN INDIA

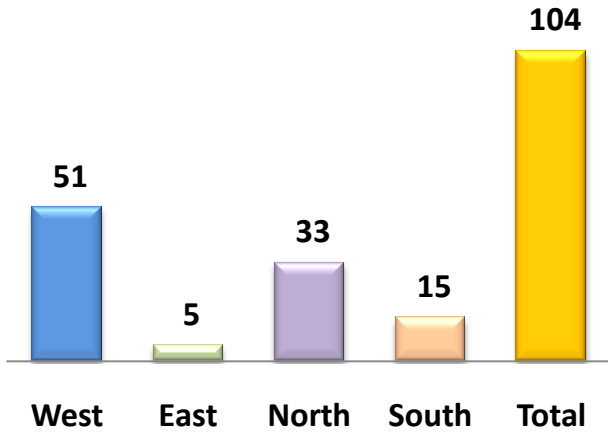
17 STATES
44 CITIES
104 CINEMAS
462 SCREENS
1,09,762 SEATS



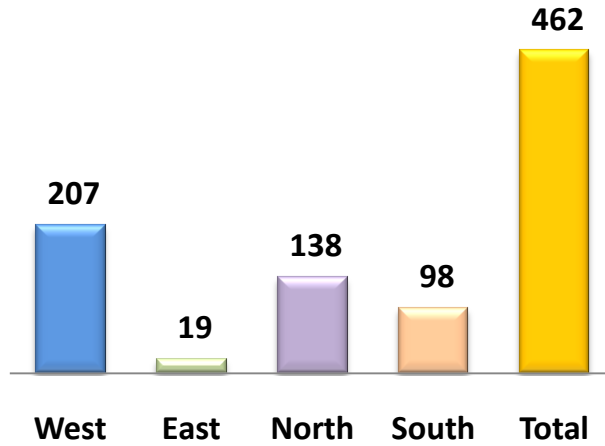
PVR

Screen Portfolio – As on date

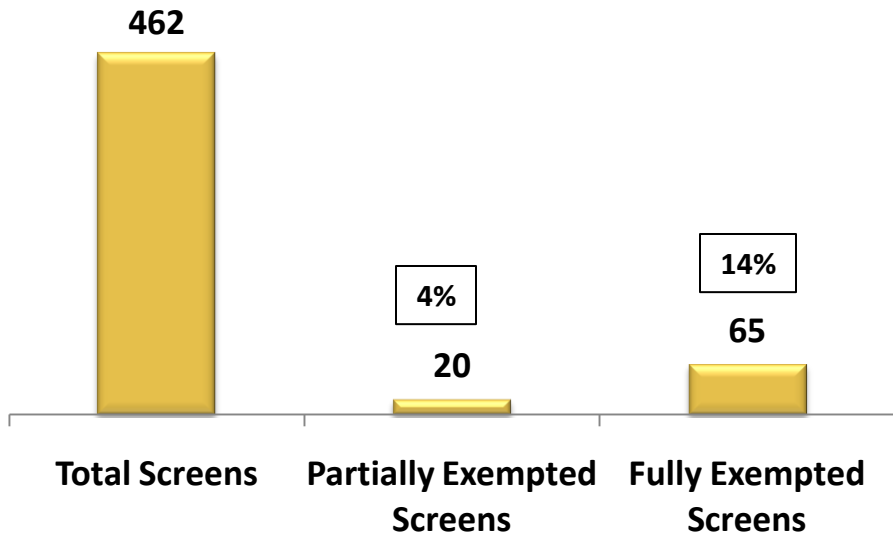
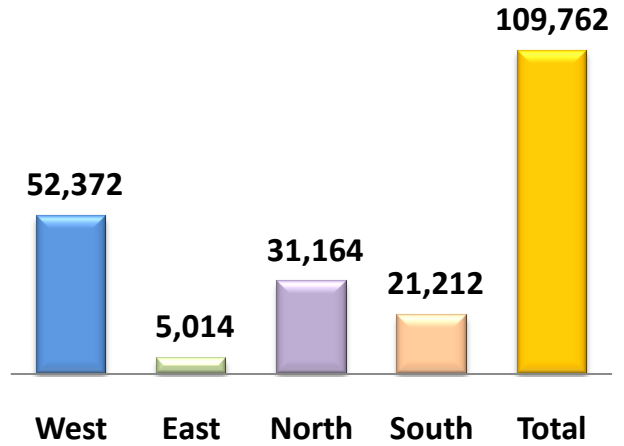
Locations



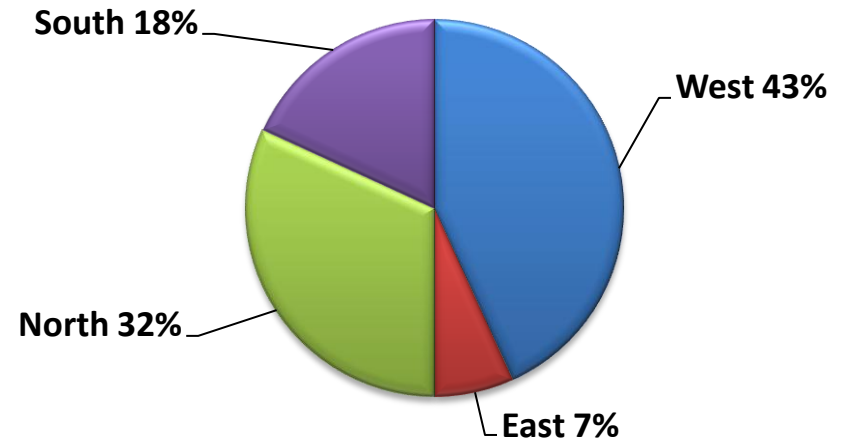
Screens



Seats



Cities Distribution



Consolidated Results

Particulars (Rs Lakhs)	Q-3			9 Months		
	FY 2014-15	FY 2013-14	Growth	FY 2014-15	FY 2013-14	Growth
Operating Income	42,031	33,666	25%	1,18,277	1,03,700	14%
Expenses	33,719	28,735	17%	98,630	85,357	16%
Operating Profit	8,312	4,931	69%	19,647	18,343	7%
Operating Margin	19.8%	14.6%	5.1%	16.6%	17.7%	-1.1%
Other Income	87	210	-59%	269	548	-51%
EBITDA	8,399	5,141	63%	19,916	18,891	5%
EBITDA Margin	19.9%	15.2%	4.7%	16.8%	18.1%	-1.3%
Depreciation	3,228	2,089	55%	9,251	5,997	54%
EBIT	5,171	3,052	69%	10,665	12,894	-17%
Finance Cost	1,980	2,066	-4%	5,910	6,110	-3%
PBT before Exceptional item	3,191	986	224%	4,755	6,784	-30%
Exceptional Item					(640)	
PBT after Exceptional item	3,191	986	224%	4,755	6,144	-23%
Tax	32	(405)	108%	35	591	-94%
PAT	3,159	1,391	127%	4,720	5,553	-15%

Exhibition Business

Exhibition Business – Q3, FY 2014-15

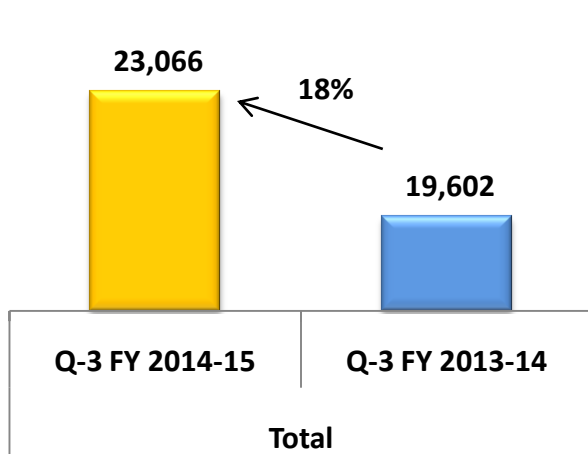
Particulars (Rs Lakhs)	Q3, FY 2014-15	Q3, FY 2013-14	Growth
Income	39,809	32,182	24%
Expenses	32,009	27,447	17%
EBITDA	7,800	4,735	65%
EBITDA Margin	19.6%	14.7%	4.9%
Depreciation	2,723	1,807	51%
EBIT	5,077	2,929	73%
Finance Cost	1,934	1,995	-3%
PBT	3,143	934	237%
Tax		(386)	
PAT	3,143	1,320	138%

Location	102	94	9%
Screens	454	404	12%
Seats	1,07,809	98,019	10%
Footfalls (Lakhs)	160	143	12%
ATP (Rs)	184	175	5%
SPH (Rs)	67	54	23%
Sponsorship Income (Rs Lakhs)	5,385	4,195	28%

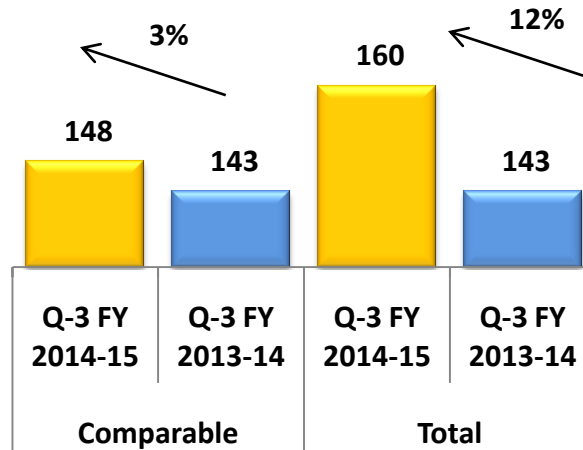
Key Operating Statistics

Box Office - Q3, FY 2014-15 vs last Year

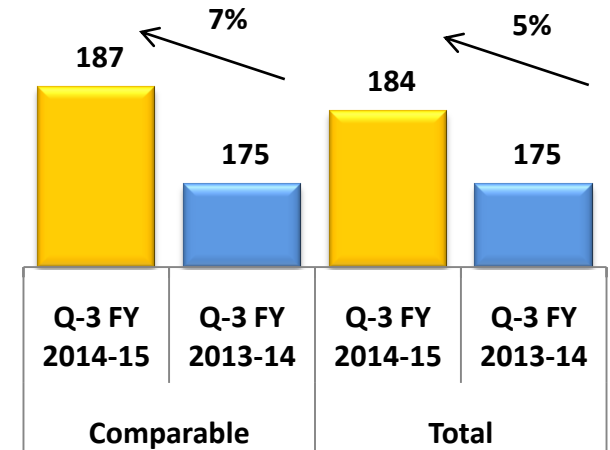
Net Box Office (Rs Lakhs)



Admits (Lakhs)



Average Ticket Price (Rs)



Initiatives that lead to increase in ATP

- Followed a differentiated pricing strategy with a mix of premium weekend blockbuster pricing along with an affordable weekday pricing offering best of both worlds
- 4 Blockbusters in the quarter helped maximize the ATP (Bang Bang, Haider, Happy New Year & PK)
- Introduced recliners in selected premium cinemas to up sell

PK Movie Performance

- PK has been the Biggest Movie in PVR Circuit till 27th Jan'2015 (41.5 lacs admits for PK vs 32 lacs admits for Dhoom 3 the last biggest movie for PVR)
- Out of the Top 15 grossing cinemas in the country for PK, 10 cinemas were from PVR
- PVR contribution to the Domestic net box office of PK is 18.4%.

Particulars (In Crores)	Overall Business (19 th Dec'14-27 th Jan'15)	PVR Contribution	
		Absolute	%
Net Box Office	339	62	18.4%



WHO IS **pk** ?

TELL US WHO IS PK AND WHERE IS HE FROM
AND WIN FREE GOLD CLASS TICKETS
TO THE MOVIE!

To know more, visit our website www.pvrcinemas.com

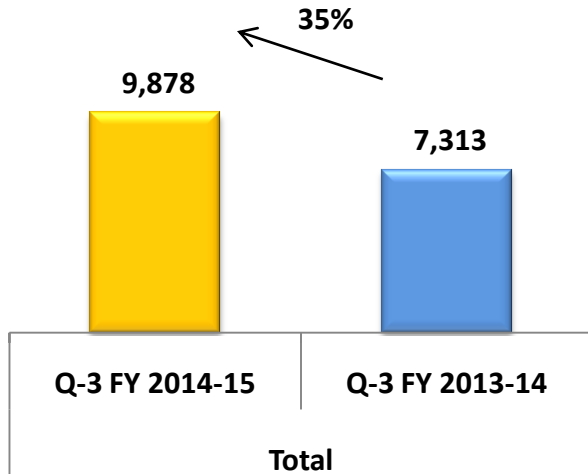
PVR
CINEMAS



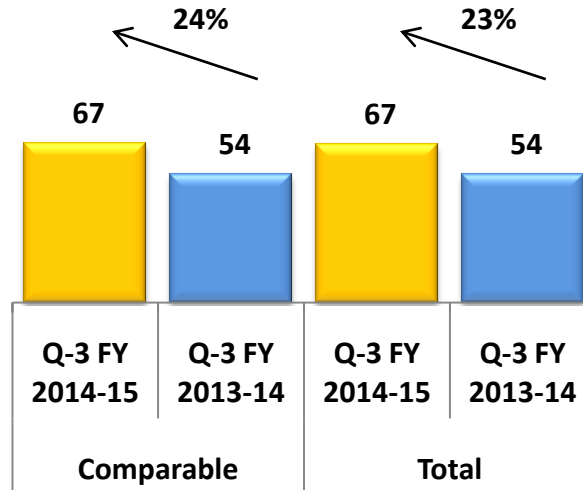
MUSIC LAUNCH | CANDY MERCHANDE | MOVIE RELATED CONTEST | PREMIERE WITH STAR VISIT

F&B - Q3, FY 2014-15 vs last Year

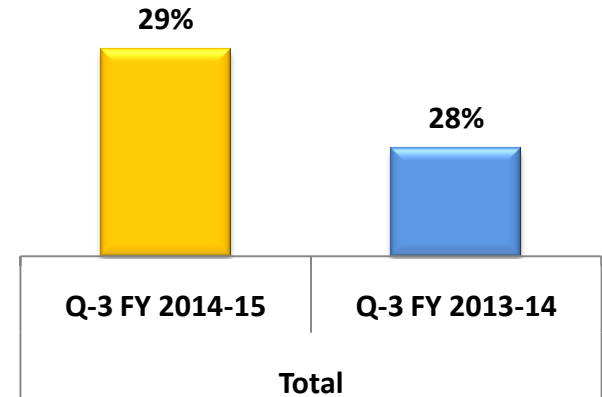
Net F&B (Rs Lakhs)



Spend Per Head (Rs)



COGS



- 8 % Pricing growth & 16% Volume growth across comparable properties
- Highest ever SPH growth in PVR history
- Strategic pricing change, mirrored with block buster release , helped cinema to achieve the maximum growth

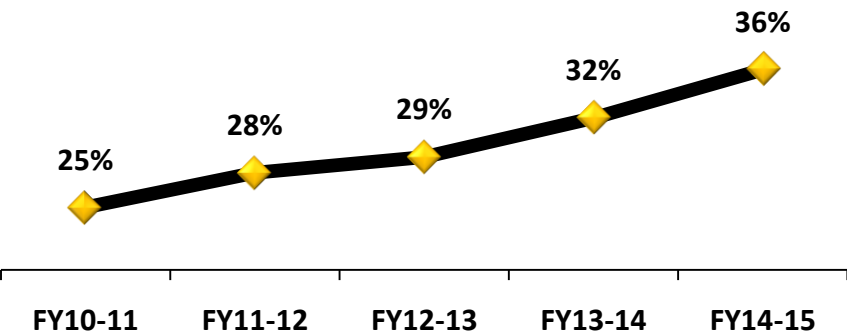


BEST-IN-CLASS CONCESSIONS

- India is uniquely positioned in terms of :
 - Variety of F&B
 - Intermission
- Our F&B Spend Per Head as a % of ATP has moved from 25% to 36% in the last 4 years
- The potential for growth is to cross the USA average of 42% in next 24-36 months

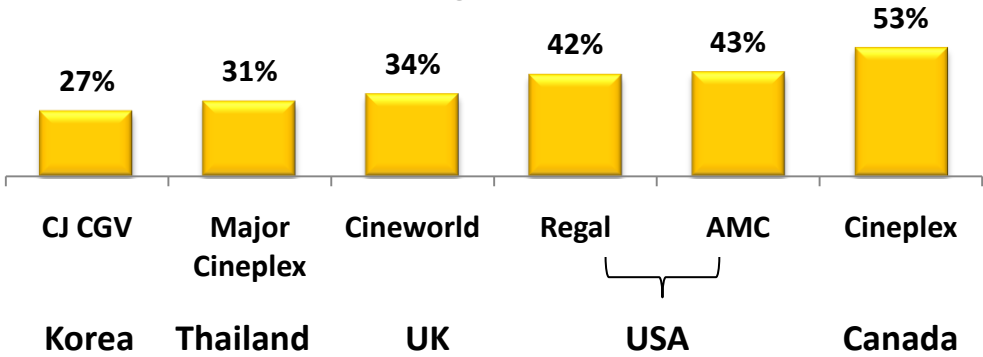
PVR

F&B Spend Per Head as a % of Average Ticket Price



International Chains

F&B Spend Per Head as a % of Average Ticket Price



Data: Company Website



Sponsorship Revenues

Sponsorship (Rs Lacs)

5,385

28%

4,195

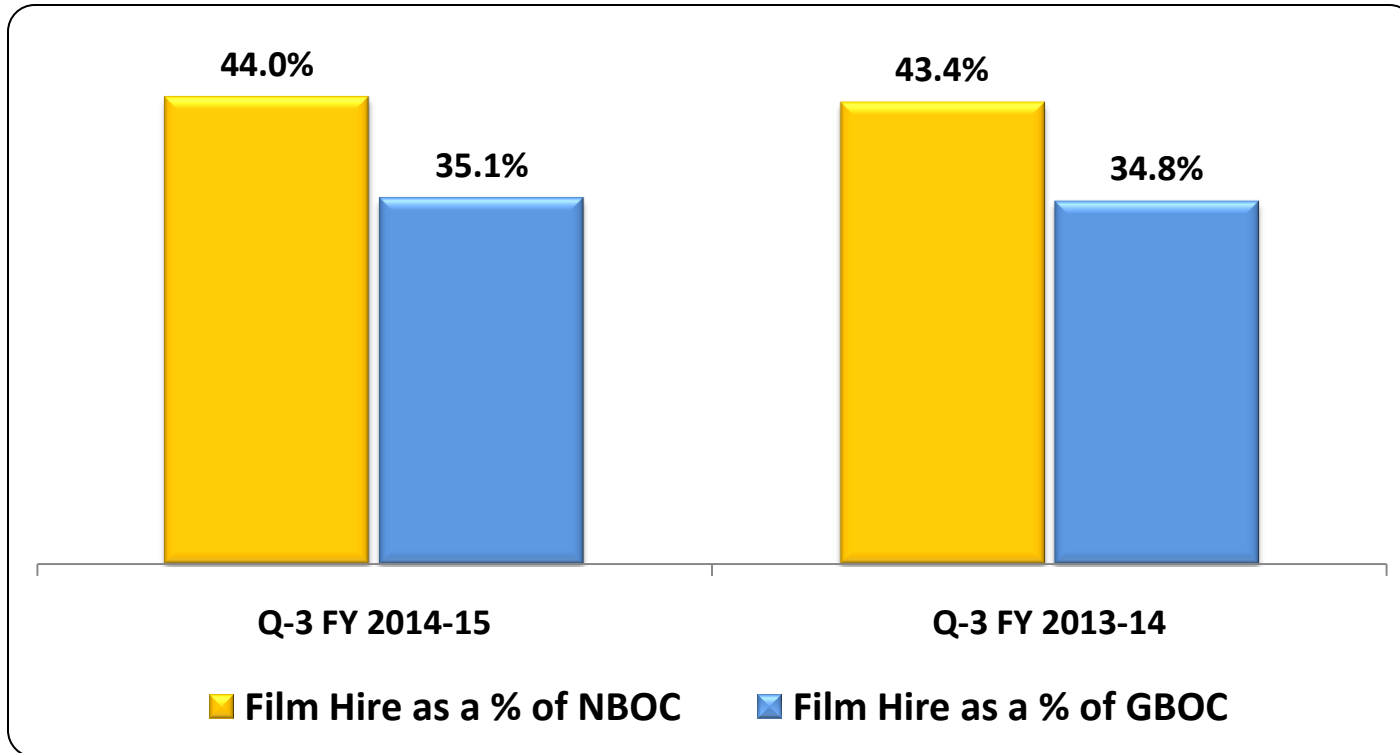
Q-3 FY 2014-15

Q-3 FY 2013-14



- 4 Blockbusters in the Quarter helped maximizing revenue (Bang Bang, Haider, Happy New Year & PK)
- Working on automation of sales inventory through “Plexes” & “Network operating system” which will help in better monitoring & yield analysis, full roll out by 31st March’ 2015

Expenditure Analysis – Film Hire

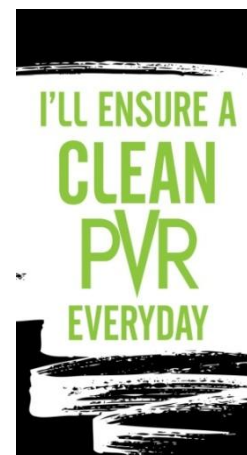
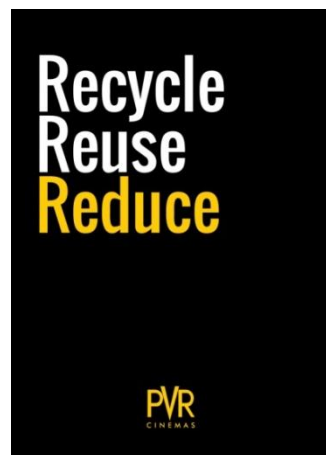


Film Hire as a % of Net Box Office Collections (NBOC)

Film Hire as a % of Gross Box Office Collections (GBOC)

Expenditure Analysis – Exhibition Business

Expenses as a % of Total Income	FY 10-11	FY 11-12	FY 12-13	FY 13-14	Q-1 FY 15	Q-2 FY 15	Q-3 FY 15	9M FY 15
Personnel Expenses	10.7%	10.6%	9.5%	8.6%	8.9%	8.7%	8.4%	8.6%
Rent	12.2%	16.0%	16.6%	17.4%	18.6%	17.8%	17.0%	17.8%
Repair & Maintenance	3.1%	3.2%	3.5%	3.8%	3.3%	4.3%	3.3%	3.6%
Electricity & CAM	11.0%	11.3%	12.0%	12.1%	13.4%	13.4%	11.5%	12.7%
Other Expenses	9.6%	9.3%	9.1%	8.6%	7.4%	7.7%	7.7%	7.6%

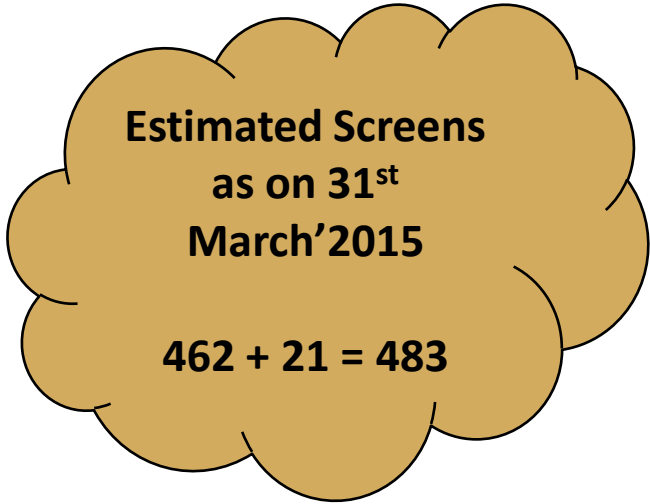


Financial Summary – Exhibition Business

Particulars (Rs Lakhs)	FY 11-12	FY 12-13	FY 13-14	Q-1 FY 15	Q-2 FY 15	Q-3 FY 15	9M FY 15
Net Box Office	29,754	47,465	79,516	20,783	22,815	23,066	66,664
F&B Revenues	9,285	15,461	29,808	8,897	9,081	9,878	27,856
Ad Revenues	6,137	7,845	14,186	3,584	4,065	5,385	13,034
Other Revenues	2,599	2,910	4,181	1,061	1,291	1,480	3,830
Total Revenues	47,774	73,682	1,27,691	34,324	37,251	39,809	1,11,384
Distributor Share	12,945	20,755	34,108	8,914	9,735	10,150	28,799
F&B Cost	3,202	5,091	8,475	2,577	2,682	2,823	8,082
Personnel Expenses	5,073	6,976	11,031	3,041	3,250	3,327	9,618
Rent	7,653	12,203	22,168	6,387	6,642	6,752	19,781
Repair & Maintenance	1,525	2,595	4,835	1,125	1,589	1,329	4,043
Electricity & CAM	5,410	8,821	15,489	4,590	4,999	4,572	14,162
Other Expenses	4,420	6,704	10,946	2,552	2,876	3,055	8,484
Total Expenses	40,229	63,145	1,07,052	29,186	31,774	32,009	92,969
EBITDA	7,545	10,537	20,639	5,138	5,477	7,800	18,415
EBITDA Margin %	15.8%	14.3%	16.2%	15.0%	14.7%	19.6%	16.5%
Depreciation	3,136	4,816	7,879	2,421	2,668	2,723	7,812
Financial Expenses	1,796	3,490	7,688	1,870	1,951	1,934	5,755
Exceptional Item	269	208	805				
Tax	638	(1,115)	90				
Minority Share		(49)					
PAT	2,244	3,505	5,787	847	858	3,143	4,848

Property Openings – FY 2014-15

S. No	Cinemas	Opening Date	Screens
1	PVR Hyderabad	Opened in June'14	2
2	PVR Mangalore Forum Mall	Opened in June'14	6
3	PVR Pavillion Mall Ludhiana	Opened in June'14	7
4	PVR Motera 4D Square Mall	Opened in June'14	4
5	PVR Laxmi Mall Hubli	Opened in June'14	4
6	PVR Dehradun Pacific Mall	Opened in July'14	1
7	PVR Kukatpally Hyderabad	Opened in October'14	9
8	PVR Aura Mall Bhopal	Opened in January'15	3
9	PVR Curo Mall Jalandar	Opened in Janaury'15	5
Screens opened till date			41
10	PVR Regalia Bangalore	Q-4 FY 2014-15	7
11	PVR Sangam Delhi	Q-4 FY 2014-15	2
12	PVR Bokaro	Q-4 FY 2014-15	3
13	PVR Grand Mall Chennai	Q-4 FY 2014-15	5
14	PVR Novelty Mall Pathankot	Q-4 FY 2014-15	4
Balance screens to be opened			21
TOTAL FY 2014-15			62



Content Pipeline

Shamitabh



Cast: Amitabh Bachchan, Dhanush, Akshara Hasan
Director: R Balki
Banner: Eros International

6 FEB' 15

Jupiter Ascending



Cast: Mila Kunis, Channing Tatum
Director: Andy Wachowski
Banner: Warner Bros

6 FEB' 15

The Boy Next Door



Cast: Jennifer Lopez, Ryan Guzman, Kristin Chenoweth
Director: Rob Cohen
Banner: Universal

13 FEB' 15

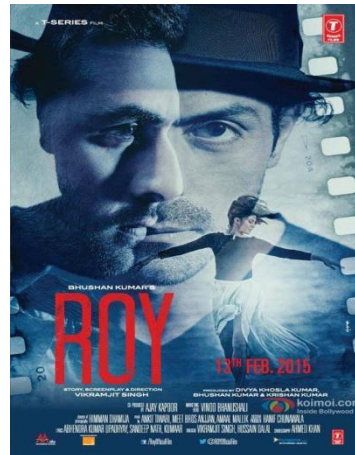
Fifty Shades of Grey



Cast: Dakota Johnson, Jammie Dorman
Director: Sam Taylor
Banner: Universal

13 FEB' 15

Roy



Cast: Ranbir Kapoor, Jaquiline Fernandes, Arjun Rampal
Director: Vikramjit Singh
Banner: T-Series

13 FEB' 15

Anegan

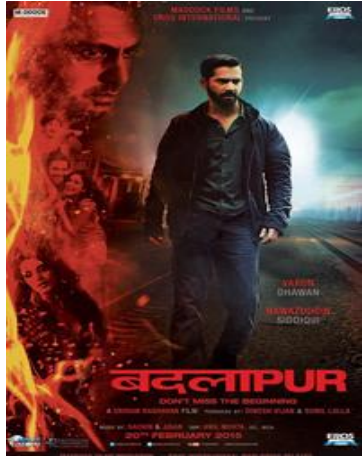


Cast: Dhanush, Amyra Dastur, Karthik, Atul Kulkarni, Ashish Vidyarthi
Director: K.V. Anand

13 FEB' 15

Content Pipeline

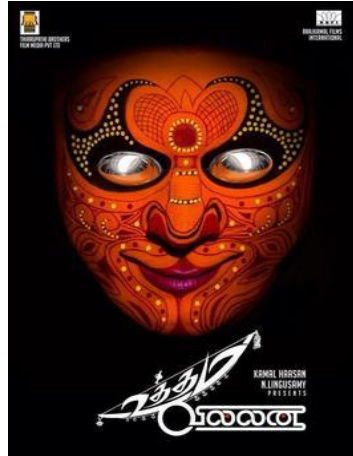
Badlapur



Cast: Varun Dhawan, Yamni Gautam, Huma Qureshi
Director: Sriram Raghavan
Banner: Eros International

20 FEB' 15

Uttama Villain



Cast: Kamal Hassan, K. Balachander, Ananth Mahadevan, Parvathy
Director: Ramesh Aravind
Banner: Eros International

20 FEB' 15

Focus



Cast: Margot Robbie, Will Smith, Rodrigo Santoro, Gerald McRaney, B.D. Wong, Stephanie Honore
Director: Glenn Ficarra, John Requa
Banner: Warner Bros

27 FEB' 15

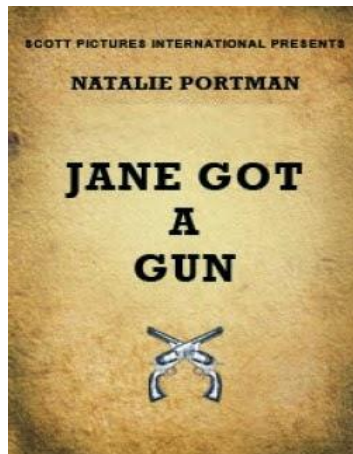
The Wedding Ringer



Cast: Kevin Hart, Josh Gad, Kaley Cuoco-Sweeting
Director: Jeremy Garelick
Banner: Sony Pictures

27 FEB' 15

Jane Got A Gun



Cast: Natalie Portman, Ewan McGregor,
Director: Gavin O'Connor
Banner: PVR Pictures Ltd

06 MAR' 15

In the Heart of the Sea



Cast: Chris Hemsworth, Cillian Murphy, Brendan Gleeson
Director: Ron Howard

13 MAR' 15

Content Pipeline

Run All Night



Cast: Liam Neeson, Genesis Rodriguez, Joel Kinnaman
Director: Jaume Collet-Serra
Banner: Warner Bros

13 MAR' 15

The Divergent Series: Insurgent



Cast: Shailene Woodley, Theo James, Jai Courtney, Ansel Elgort, Naomi Watts,
Director: Robert Schwentke

20 MAR' 15

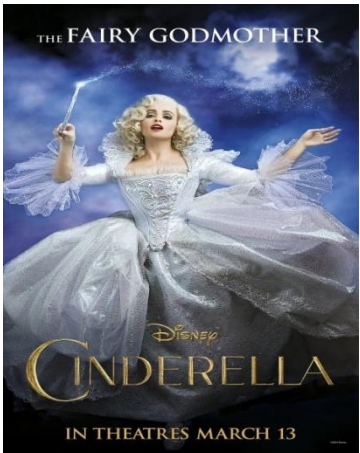
Vishwaroopam 2



Cast: Kamal Hassan, Rahul Bose, Pooja Kumar, Andrea Jeremiah, Shekhar Kapur,
Director: Kamal Hassan

20 MAR' 15

Cinderella



Cast: Lily James, Hayley Atwell, Helena Bonham Carter, Richard Madden,
Director: Kenneth Branagh
Banner: Disney

20 MAR' 15

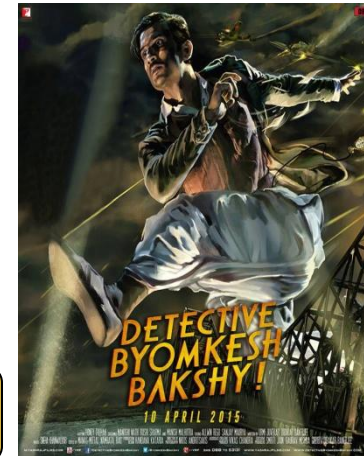
Get Hard



Cast: Will Ferrell, Kevin Hart, Alison Brie
Director: Etan Cohen
Banner: Warner

27 MAR' 15

Detective Byomkesh Bakshy



Cast: Sushant Singh Rajput, Anand Tiwari, Divya Menon, Swastika Mukherjee
Director: Dibakar Banerjee

03 APR' 15

Content Pipeline

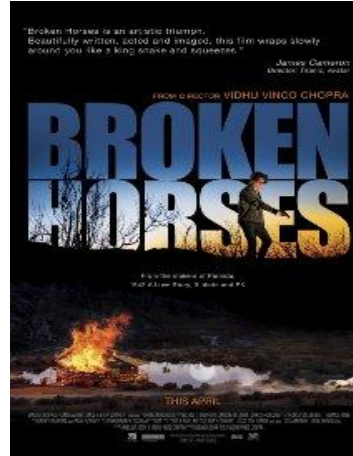
Fast & Furious 7



Cast: Vin Diesel, Paul Walker, Dwayne Johnson, Michelle Rodriguez
Director: James Wan

03 APR' 15

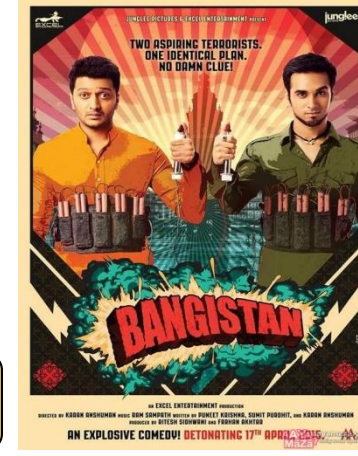
Broken Horses



Cast: Thomas Jane, Anton Yelchin, Vincent D'Onofrio
Director: Vidhu Vinod Chopra

10 APR' 15

Bangistan



Cast: Riteish Deshmukh, Pulkit Samrat, Jacqueline Fernandez
Director: Karan Anshuman

17 APR' 15

Thank You