

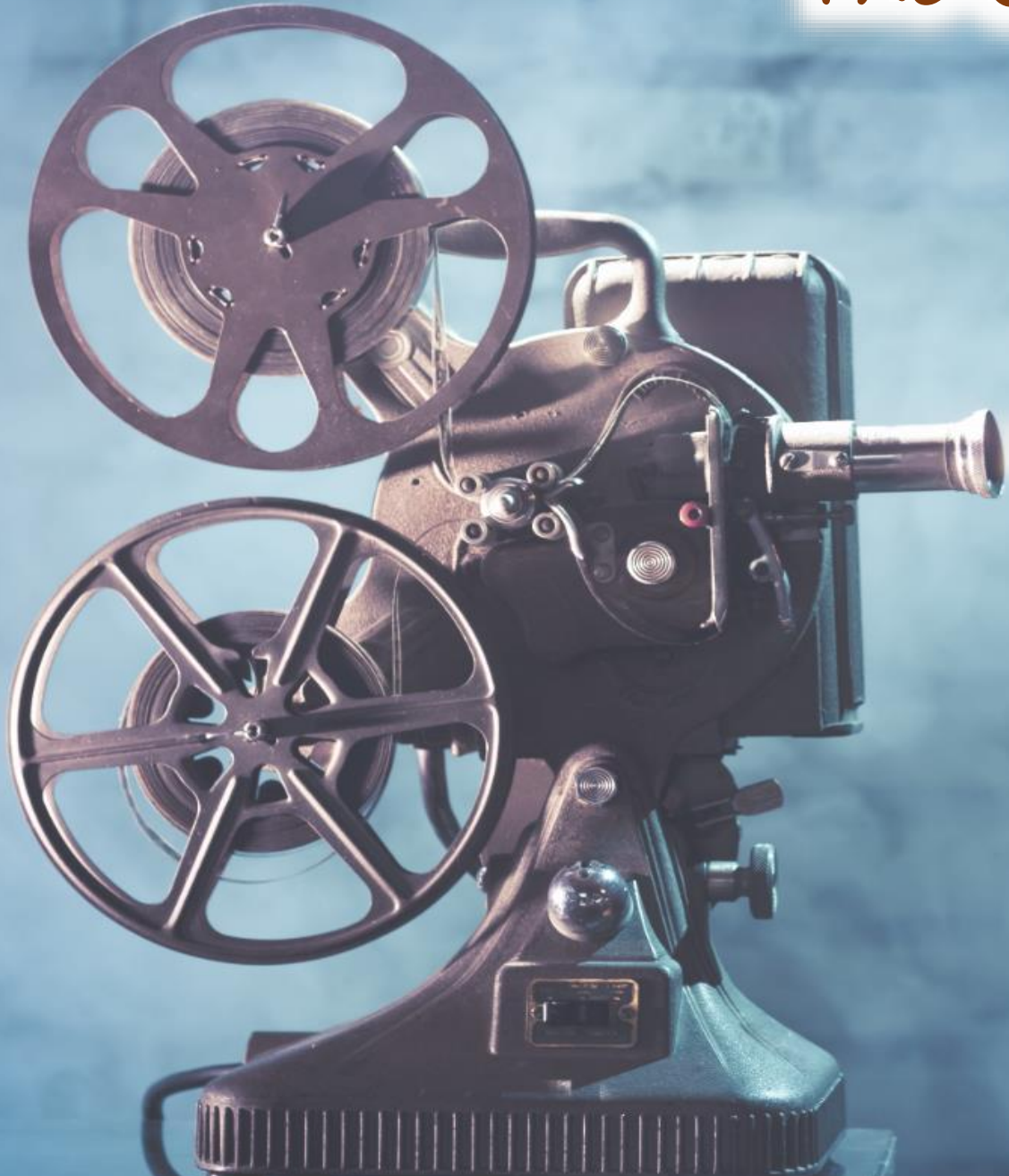
The logo for SDC CINEMAS features the letters 'SDC' in a large, bold, sans-serif font with a pink-to-purple gradient. Below it, the word 'CINEMAS' is written in a smaller, black, all-caps sans-serif font.

SDC CINEMAS

Redefining cinema viewing



The Content...



- *About SDC Cinemas*
- *The concept*
- *The SDC Upgrade*
- *Film industry scenario*
- *The market scenario*
- *SDC Cinemas – the digital edge*
- *SDC Cinemas advantage*
- *SDC Cinemas support*
- *SDC network*

About SDC Cinemas....

SDC Cinemas is the fastest growing movie theatre chain in South India focusing on tier -I, II cities. SDC Cinemas today manages more than 30+ Theatres with a combined seating capacity of 13,342 seats across various segments. All the Cinema Theatres are equipped with the latest Digital Projection Systems – Sony 4K etc and the state of art sound system that ensures a quality audio & video experience. Also engaging in developing, construction and running of Multiplex theatres/Cinema hall under Leave and License through out Tamil Nadu, Andhra Pradesh and Other States. At Present the Target of the Company initially is 150 Screens.

The Market scenario...

While there is definite growth in the income and lifestyle awareness , the entertainment options available to people in most markets has largely remained unchanged

- ❖ Restricted reach in terms of infrastructure and technological support
- ❖ Limited content delivery capabilities
- ❖ High cost infrastructure and operations
- ❖ Growing piracy and television reach coupled with late releases in non release areas , which has created a vicious circle that further minimizes any opportunities

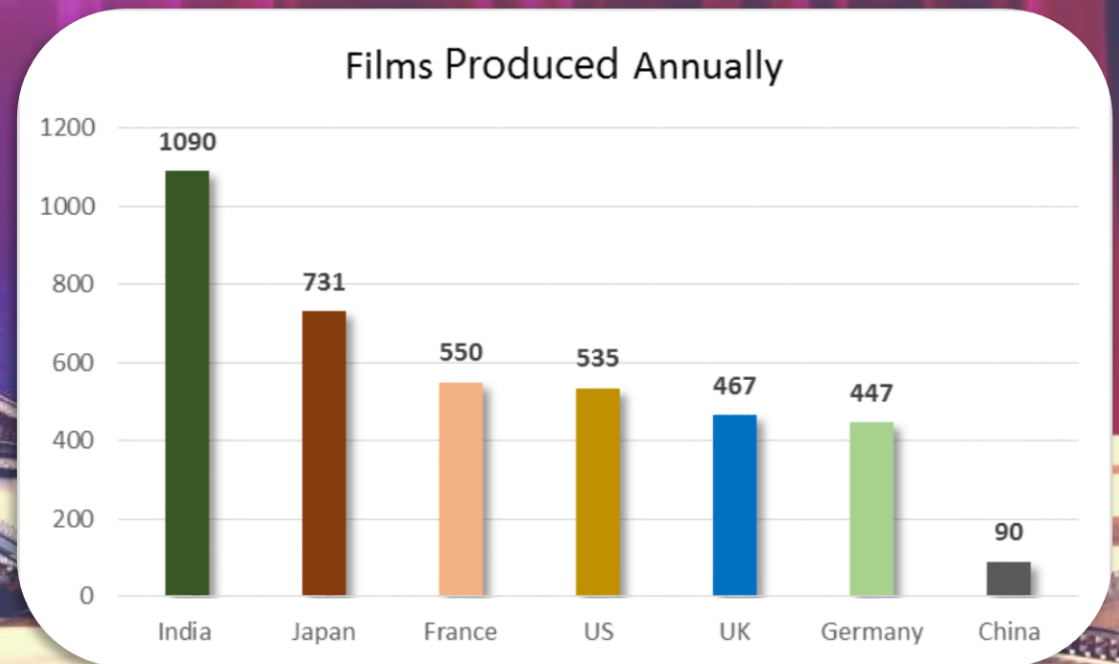


The FILM industry Scenario...

India is the second most populous country in the world producing the largest number of films annually – over 1000. Apart from Hindi, Movies are produced in over 10 regional languages.

The Number of screens in INDIA however fall far below those in the US and China (**12,900 vs 36,000 and 65,000, respectively**)

This stark contrast is further exemplified by the difference in domestic box office collections in India and the US - **\$1.78 billion vs \$9.63 billion**



The Concept....

Acknowledging the huge demand for entertainment and information services in rural and undeveloped areas , UF Group, through its subsidiary company , plans to set up a chain of theatres across India, titled **SDC CINEMAS** .

UF Group will leverage its strength in Digital Media Platforms , to distribute content and information in far off areas, bridging the entertainment divide .



The Digital Edge...

SDC Cinemas will be equipped with SDC Sony Digital Cinema 4K projectors with silver screens and will have instant content supply, hence screening movies real – time on the day of release with high picture and sound quality.

Additionally , SDC Cinemas will be equipped with Ticketing system ,which will link them to the settlement platform (film trade).

This will establish their credentials within the film industry , and as a result, SDC Cinemas will have preferred supply of content .

Powered by

Sony Digital Cinema
4K

The SDC Cinemas upgrade...

- ✓ Theatre Lobby
- ✓ Theatre ceiling and lights
- ✓ Side wall acoustics
- ✓ Front elevation
- ✓ Screens and seats
- ✓ Civil works
- ✓ Theatre chair upgrade
- ✓ SONY 4K Digital projectors



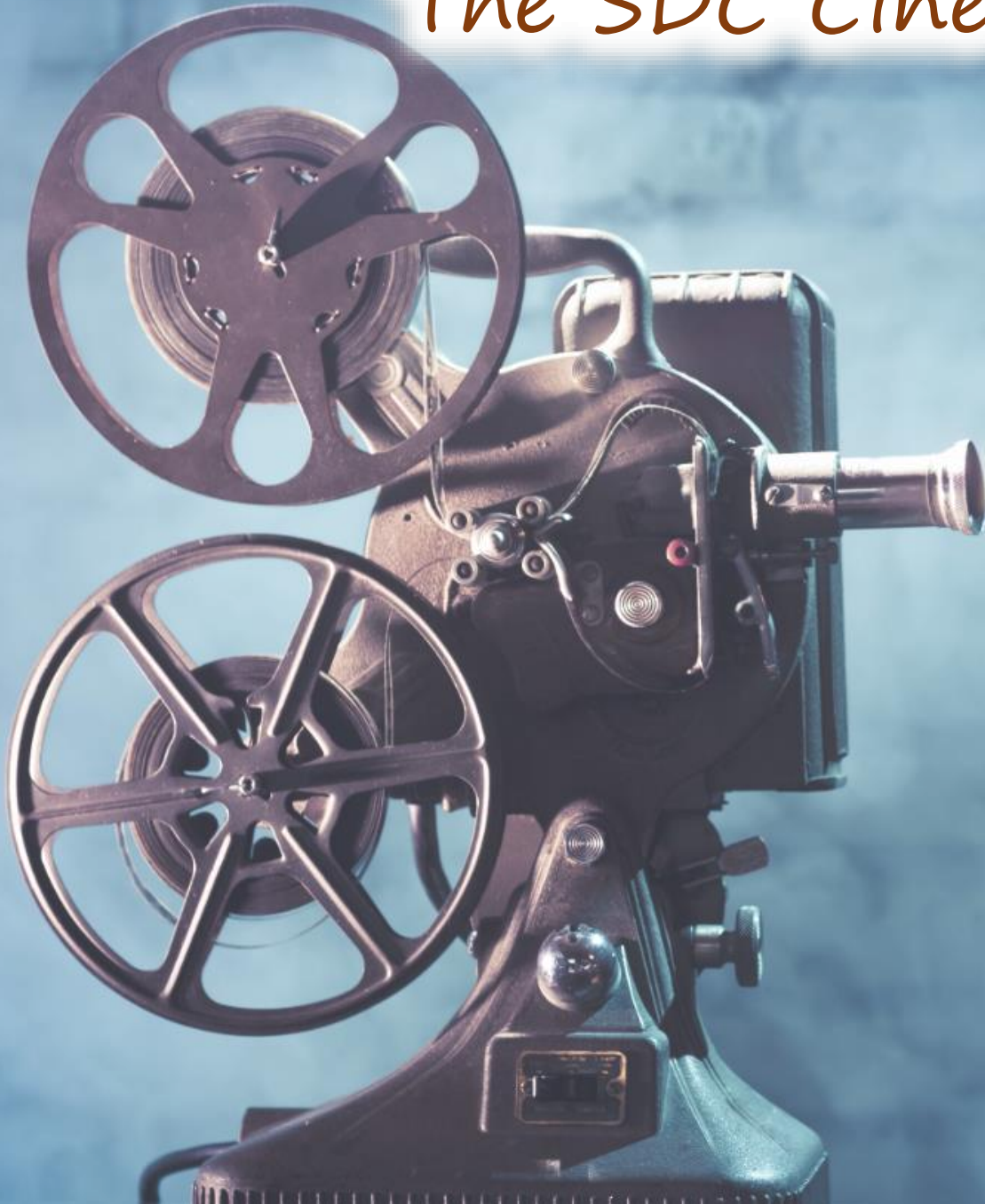
SDC Cinemas – The local landmark...

- ❖ **Metros and Major cities have myriad ways of engaging themselves** – social and sports,clubsplays,seminars,parties,fashion and music events art exhibitions film premiers etc
- ❖ Unlike their urban counterparts,the rest of India doesn't have many avenues of entertainment to choose from
- ❖ **SDC Cinemas** will become the social and community hub, providing them a multiplex like experience with cinematic entertainment services .
- ❖ **SDC Cinemas** will be the identity of the area they are located in .People relate to cinemas for directions and addresses.SDC will be that central address, which will come to be recognized by generations.
- ❖ **SDC Cinemas** will be at the centre where people will congregate and seek to engage themselves
With entertainment

Powered by

Sony Digital Cinema
4K

The SDC Cinemas Advantage...

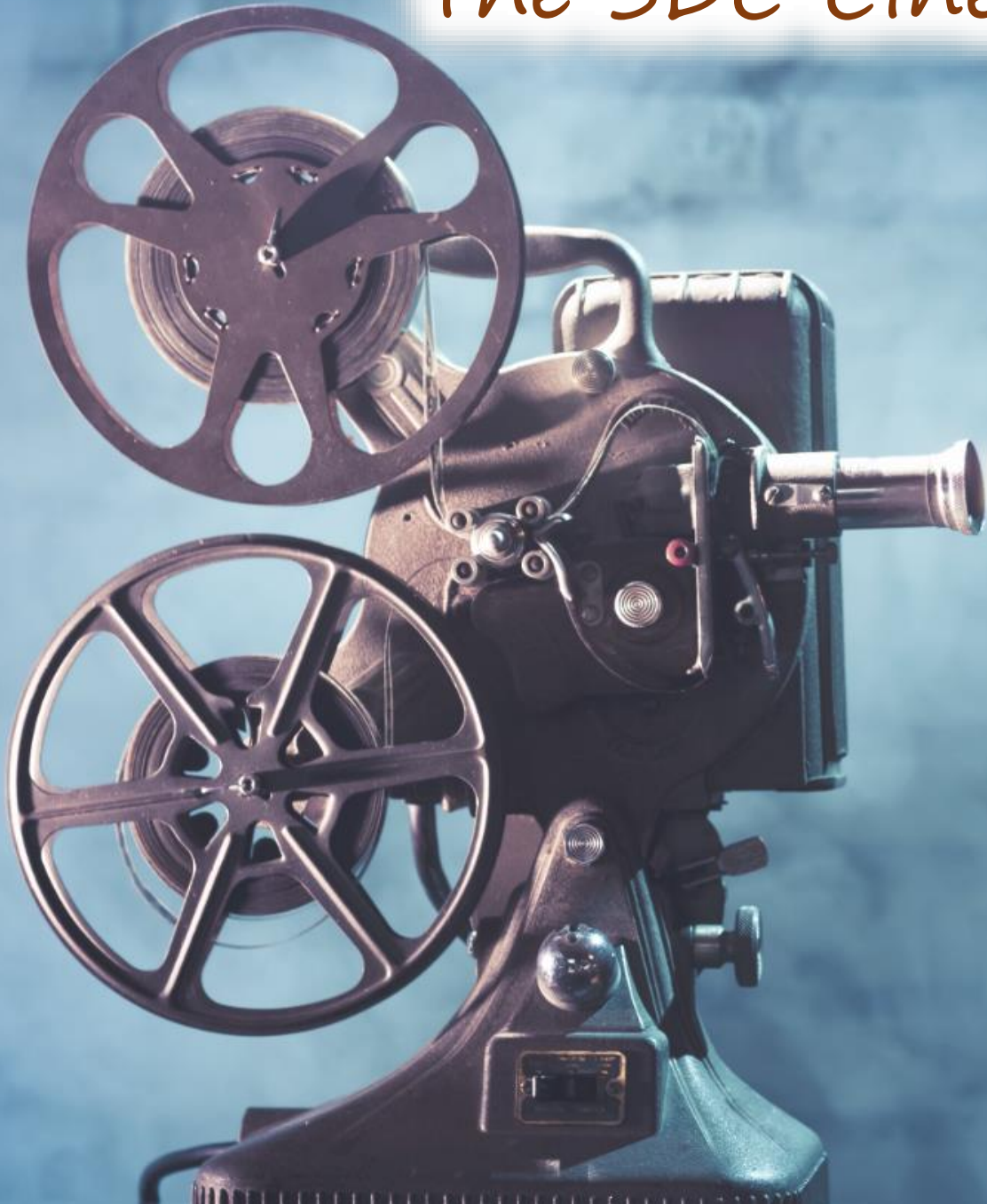


- ✓ Proven and fast growing Digital Cinema technology
- ✓ Untapped market for entertainment services
- ✓ Low cost investment models
- ✓ Film programming managed by SDC Cinemas
- ✓ Ability to screen first day first shows at any locations
- ✓ Store and screen multiple movies daily
- ✓ Cinema experience at par with the multiplexes at affordable costs
- ✓ Additional non cinema revenue streams like advertising, retail rentals,gaming consoles,F&B,parking etc

retail rentals,gaming consoles,F&B,parking etc
Additional non cinema revenue streams like advertising



The SDC Cinemas Advantage...



- ✓ Increased and consistent footfalls week on week for the commercial center
- ✓ Latest and proven Digital cinema Technology
- ✓ Professional management of the business
- ✓ Advantages of scale for procuring material & technology
- ✓ Brand value through nationwide coverage and association with SDC CINEMAS
- ✓ Enhanced social status for the Franchisee

SDC Cinemas Network.....

Andhra Pradesh



SDC Ananda theatre
Chittoor
Seating capacity - 384
No:of screens - 1



SDC Srinivasa picture palace
Pakala
Seating capacity - 483
No:of screens - 1



SDC Venkateswara theatre
Chittoor
Seating capacity - 433
No:of screens - 1



SDC SV Talkies
Nindra
Seating capacity - 715
No:of screens - 1



SDC Shanti theatre
Puttur
Seating capacity - 500
No:of screens - 1



SDC Ramakrishna deluxe
Pakala
Seating capacity - 580
No:of screens - 1



SDC NMC Movie land
Nagari
Seating capacity - 715
No:of screens - 1



SDC Chamundeswari theatre
Sathyavedu
Seating capacity - 400
No:of screens - 1



Rajeswari theatre
Nagari
Seating capacity - 550
No:of screens - 1

Total no:of seats - 4760

SDC Cinemas Network.....

Tamilnadu



SDC Devi theatre
Thirukoilur
Seating capacity - 600
No:of screens - 1

SDC Sreekrishna talkies
Thalavaipuram
Seating capacity - 650
No:of screens - 1



SDC Mahalaxmi theatre
Chennai
Seating capacity - 950
No:of screens - 1



SDC Anna theatre
Chennai
Seating capacity - 280
No:of screens - 1



SDC Batcha theatre
Chennai
Seating capacity - 350
No:of screens - 1



SDC Solamalai
Madurai
Seating capacity - 750
No:of screens - 1



SDC V Cinemas
Solavandhan
Seating capacity - 400
No:of screens - 1



SDC Kalpana theatre
Coimbatore
Seating capacity - 610
No:of screens - 2



SDC KG complex
Coimbatore
Seating capacity - 2342
No:of screens - 4



SDC Jazz & Ersh theatre
Madurai
Seating capacity - 1050
No:of screens - 2

SDC Sekar theatre
Uthiramerur
Seating capacity - 500
No:of screens - 1



SDC Karpagam complex
Coimbatore
Seating capacity - 1320
No:of screens - 2



SDC PVG Cinemas
Vridhachalam
Seating capacity - 850
No:of screens - 1

SDC Sreebriya
Manamadurai
Seating capacity - 500
No:of screens - 1



SDC Sankara talkies
Madharpakkam
Seating capacity - 400
No:of screens - 1

Total no:of seats - 11411

The SDC Cinemas support...

- ❖ Complete Technology and design solutions
- ❖ Install SDC Movies system for satellite delivery of movies/advertisement
- ❖ Installing ticketing system to provide real time ticket sales to all stake holders and for settlement of commercial terms with distributors
- ❖ Content acquisition (Movies) from distributors and finalizing commercial terms
- ❖ Sourcing of components from agencies at effective rates
- ❖ Bag advertising contracts with companies for **the SDC CINEMAS**
- ❖ Branding of the cinemas and activation programs
- ❖ Promotional activities at cinemas





Corporate office



**33/1 WALLAJA SALAI
CHEPAUK
CHENNAI – 600002
TAMIL NADU**



Info.sdccinemas@ufg.co.in



+91 44 28545757



**+91 9940178000
+91 9884045261**



www.sdccinemas.com

THANK YOU

