



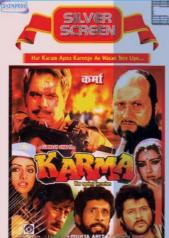


# **INVESTOR PRESENTATION**

**JANUARY 2018** 







## **DISCLAIMER**



This presentation and the following discussion may contain "forward looking statements" by Mukta Arts Limited ("Mukta" or the Company) that are not historical in nature. These forward looking statements, which may include statements relating to future results of operations, financial condition, business prospects, plans and objectives, are based on the current beliefs, assumptions, expectations, estimates, and projections of the management of Mukta about the business, industry and markets in which Mukta operates.

These statements are not guarantees of future performance, and are subject to known and unknown risks, uncertainties, and other factors, some of which are beyond Mukta's control and difficult to predict, that could cause actual results, performance or achievements to differ materially from those in the forward looking statements. Such statements are not, and should not be construed, as a representation as to future performance or achievements of Mukta.

In particular, such statements should not be regarded as a projection of future performance of Mukta. It should be noted that the actual performance or achievements of Mukta may vary significantly from such statements.

# **DISCUSSION SUMMARY**



4	COMPANY OVERVIEW
9	EXHIBITION BUSINESS
22	EDUCATION BUSINESS
26	OTHER BUSINESSES
29	CONSOLIDATED FINANCIALS



## DIFFERENTIATED BUSINESS MODEL ACROSS ENTIRE FILM INDUSTRY VALUE CHAIN



- Leading production house in India with a rewarding legacy of more than 30 years
- Pioneered by multidimensional founder and creative head – Mr. Subhash Ghai
- Globally recognised high quality film library of more than 35 hit films
- Going forward, focus on low risk high value projects leveraging our prestigious film content IPR
- One of Asia's largest Film, Television, Animation and Media School
- Spread over 5.5 acre campus, operating 8 schools in India
- Significant growth from 80 students studying in 8 courses in 2006 to 948 students as on Q2 FY18, studying in 14 courses at present.
- Rated as one of the 10 best film schools in the world by 'The Hollywood Reporter' magazine.

FILM PRODUCTION



- Well penetrated Distribution network presents opportunities for other business opportunities
- 4 offices across India with strong presence in North India (Punjab, Delhi)
  - Works with leading production companies

     20<sup>th</sup> Century Fox, Disney-UTV, Warner

     Brothers etc.
    - Offers Programming service to more than 600 screens across India

FILM

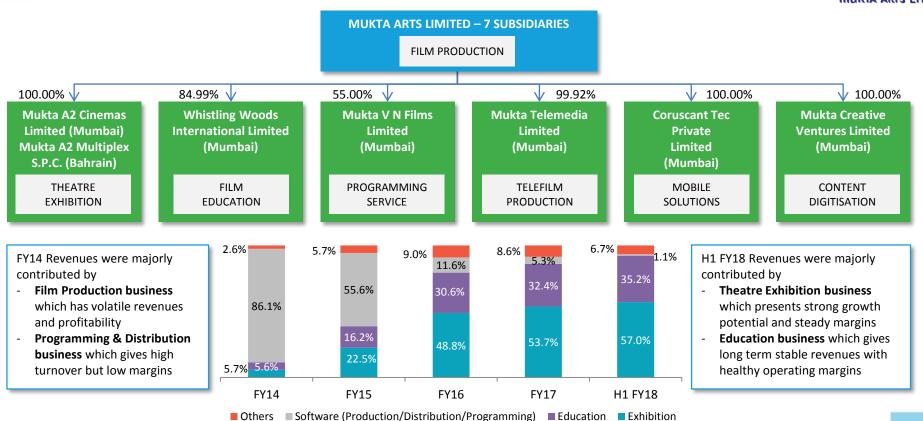
**EDUCATION** 

FILM EXHIBITION

- Growing chain of multiplexes operated under "Mukta A2 Cinemas" brand
- "Value for Money" high quality movie viewing experience at an affordable value
- Currently operate 51 screens across 20
   properties in 16 cities & 9 states across India,
   including a 6-screen property in Bahrain
- First Indian company to successfully venture into high potential GCC region with a 6 screen multiplex in 2016

## **ORGANISATIONAL STRUCTURE**





#### **BOARD OF DIRECTORS**



# Mr. Subhash Ghai Executive Chairman

- One of India's most prolific film writer, director and producer
- More than 40 years of experience having created over 35 hit films



# **Mr. Rahul Puri** *Managing Director*

- Joined Mukta Arts in 2003
- Head of Academics at Whistling Woods
- Worked with UBS, Ambit in Corporate Finance



# Mr. Parvez Farooqui Executive Director

- Associated with Mukta Arts since 1984
- Experienced in Marketing, Sales, Purchase, Accounts, Taxation and Legal



#### Mr. Kewal Handa Director

- More than 30 years across Finance, commercial strategy and business development functions
- Visiting faculty at NMIMS



# Mr. Manmohan Shetty Director

- More than 3 decades of experience in media and entertainment business
- Responsible for conceptualizing Imagica



# Mrs. Paulomi Dhawan Director

- Over 35 years experience in Media, Marketing and Brand Communications
- Treasurer of Indian Society of Advertisers (ISA)



#### **MANAGEMENT**



# Mr. Prabuddha Dasgupta CFO

- Chartered Accountant with over 20 years of experience in finance and accounts
- Worked for 16 years in Entertainment industry



# Mrs. Meghna Ghai Puri President, Whistling Woods

- Honorary Fellow of Bradford College, UK
- Spearheaded the launch of 8 schools within Whistling Woods International



# Mr. Ashish Gharde COO, Mukta Arts Ltd.

- 18 years of experience in Operations and Human Resources.
- Previously associated with TATA, Balaji Telefilms, L&T.



## Mr. Satwik Lele COO, Mukta A2 Cinemas

- Worked in exhibition industry for more than 15 years
- Previously associated with E-square, Reliance Media Works and INOX



Mr. Raju Farooqui Head of Production

- Joined Mr. Subhash Ghai's production house as an Assistant Director in 1976
- Instrumental in setting-up Audeus studio



# Mr. Tolu Bajaj COO, Distribution & Exhibition

- In the film Production and Distribution field for more than 30 years
- Previously associated with Yashraj Films, Tips Films





US

China

Japan

India



#### INDIAN FILM EXHIBITION – LONG TERM SUSTAINABLE GROWTH OPPORTUNITY

Italy

#### THEATRICAL MOVIE WATCHING IS THE MOST FAVOURITE ENTERTAINMENT OPTION IN INDIA

# 1,602 745 554 476 279 324 241 204 182 166

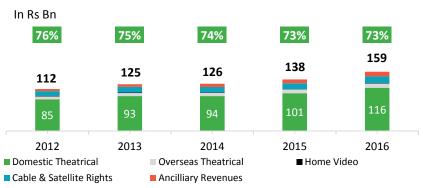
Germany S. Korea Spain

#### INDIA WITNESSES 2<sup>ND</sup> HIGHEST NUMBER OF THEATRE FOOTFALLS IN A YEAR

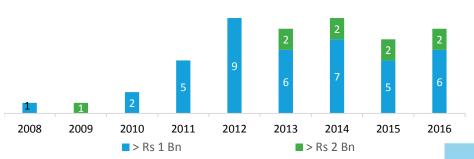


#### THEATRICAL MOVIE WATCHING IS THE PREFERRED OPTION

France



#### INCREASING NUMBER OF MOVIES GROSSING MORE THAN RS 1 BN





## INDIAN FILM EXHIBITION – LONG TERM SUSTAINABLE GROWTH OPPORTUNITY

#### INDIA IS LARGELY UNDERSCREENED WITH SIGNIFICANT POTENTIAL FOR NEW SCREEN ADDITIONS ACROSS TIER 2 AND TIER 3 CITIES

#### MOVIE SCREENS IN INDIA ARE STILL THE LOWEST



#### SIGNIFICANT SCOPE FOR MULTIPLEX PENETRATION IN TIER 2 & 3 CITIES

Tier	No. of Cities	Cities with Multiplex	% Penetration	No. of Multiplex	Multiplex/ City
T1	8	8	100%	261	32.6
′T2	88	78	89%	303	3.9
T3	372	94	26%	136	1.4

# AFFORDABLE MOVIE WATCHING EXPERIENCE TO DRIVE NEW SCREENS GROWTH BEYOND METROS

- Affordable multiplexes set to gain share from declining number of single screens in Tier 2 & Tier 3 cities across India
- Positive drivers behind organic expansion of multiplexes beyond metros & Tier 1 cities –
  - Majority of upcoming malls in Tier 2 & Tier 3 cities
  - Lower operating overheads including lower rentals
  - Improving state of regional film industry etc.

## **MUKTA A2 CINEMAS – UNIQUE VALUE PROPOSITION**





#### WE OFFER "VALUE FOR MONEY & HIGH QUALITY" MOVIE WATCHING EXPERIENCE IN INDIA

#### WE LEVERAGE OUR EXPERIENCE AND CAPABILITIES

More than 30 years of experience in the film industry

Presence across film industry value chain - spanning across production, distribution and programming functions

Deep understanding of films of various genres, varying audience tastes, film content preferences and spending propensities

Strong relationships with various regional distributors through its programming service

WE BRING MOVIE WATCHING EXPERIENCE FOR EVERY INDIAN

19 MULTIPLEXES

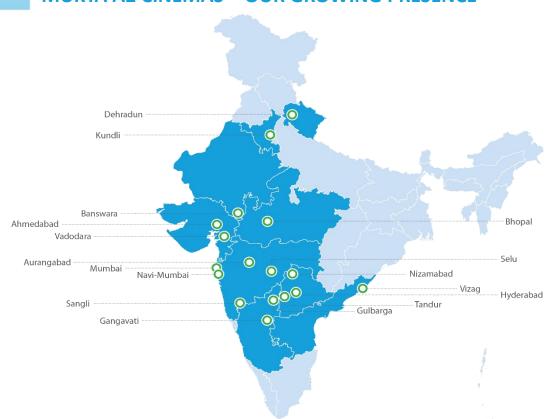
**51 SCREENS** 

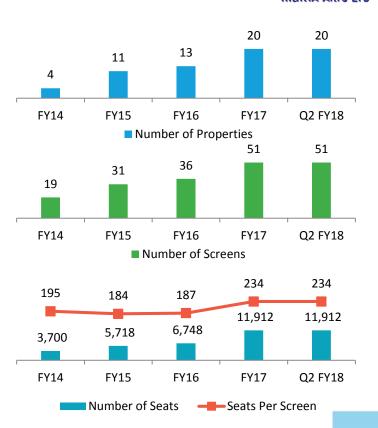
16 CITIES & 9 STATES ACROSS INDIA

1 SIX SCREEN MULTIPLEX IN BAHRAIN

# **MUKTA A2 CINEMAS – OUR GROWING PRESENCE**







## **MUKTA A2 CINEMAS – OUR PROPERTIES**







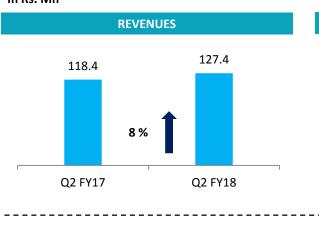


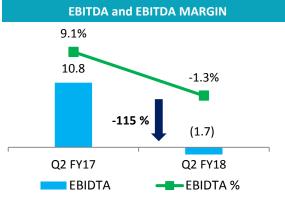


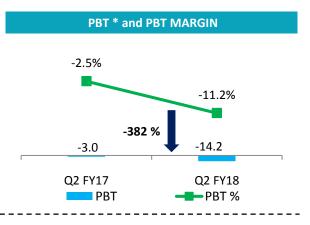
# MUKTA A2 CINEMAS – Q2 & H1 FY18 RESULT HIGHLIGHTS





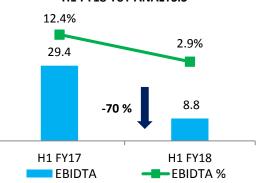


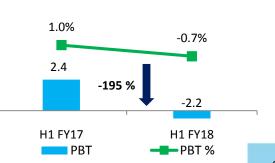




#### **H1 FY18 YoY ANALYSIS**



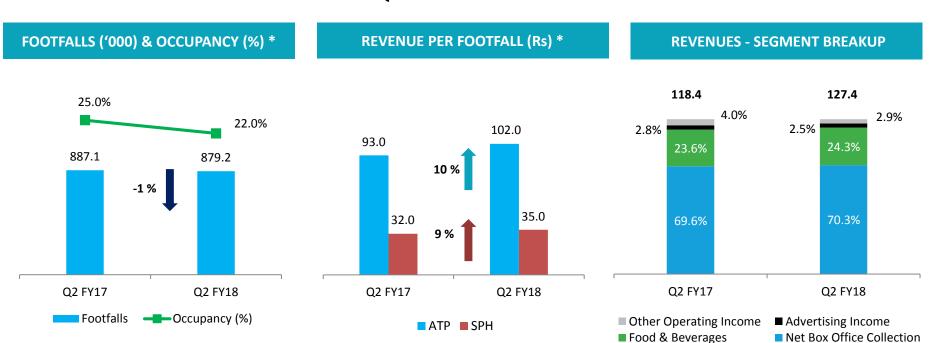




# **MUKTA A2 CINEMAS – Q2 FY18 RESULT HIGHLIGHTS**

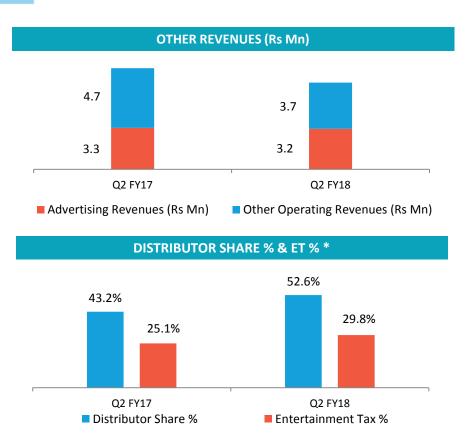


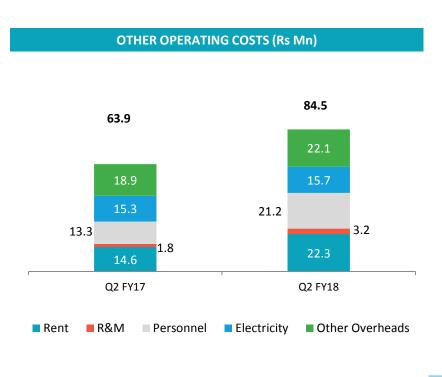
## **Q2 FY18 YoY ANALYSIS**



## **MUKTA A2 CINEMAS – OPERATIONAL SUMMARY**



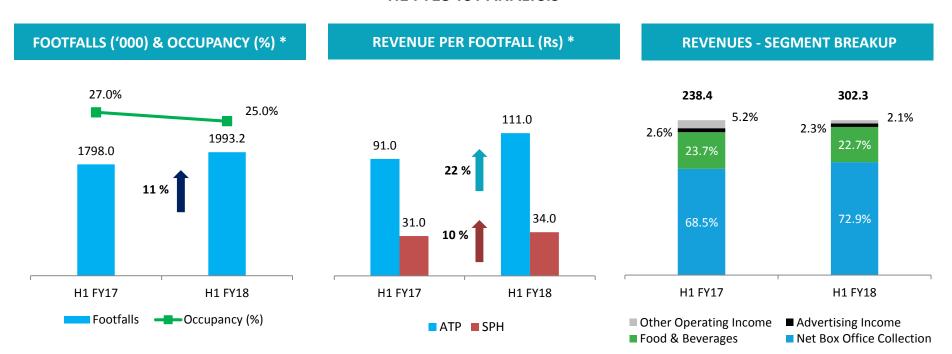




## **MUKTA A2 CINEMAS – H1 FY18 RESULT HIGHLIGHTS**

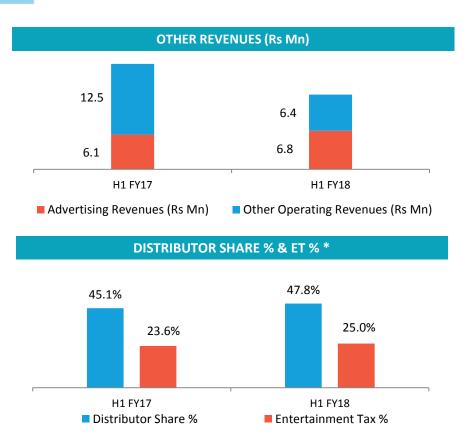


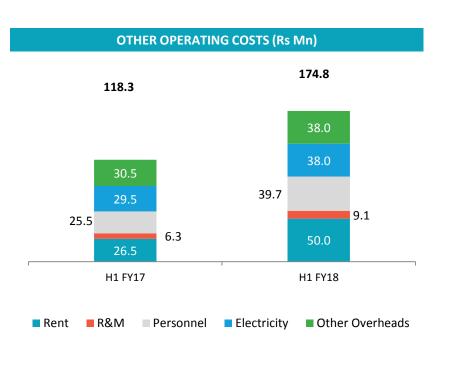
#### **H1 FY18 YoY ANALYSIS**



## **MUKTA A2 CINEMAS – OPERATIONAL SUMMARY**







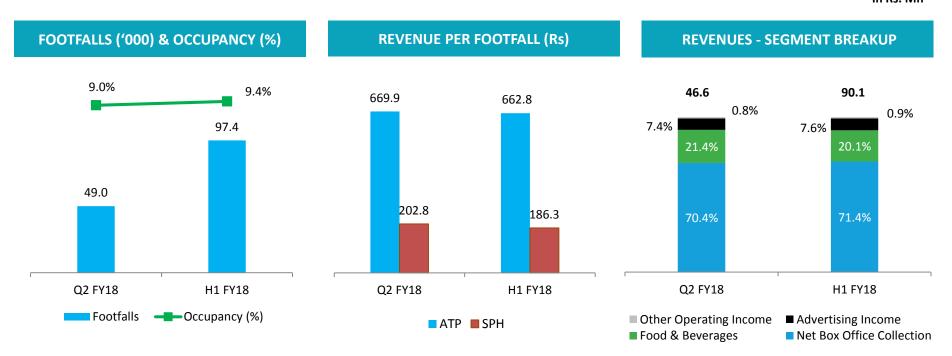
<sup>\*</sup> Calculated on Net Box Office Collections



# BAHRAIN MULTIPLEX (6 Screens) – Q2 & H1 FY18 RESULT HIGHLIGHTS

## **Q2 & H1 FY18 YoY ANALYSIS**

In Rs. Mn



## **MUKTA A2 CINEMAS – BUSINESS MODEL**



#### "LOW FIXED OPEX" AND "CAPEX LIGHT" – DIFFERENTIATED BUSINESS MODEL

#### **CAPITALISING ON UNDER-PENETRATED MARKETS:**

- Focus on providing affordable and high quality movie viewing experience
- Focus on organic growth in under-penetrated catchments as well as opportunistic conversion of single screen properties into smaller 2-3 screen multiplexes

#### **CAPEX SHARING WITH THE MALL / PROPERTY OWNER:**

- Mall / Property owner to provide immovable fit-outs interiors & civil work, HVAC, electricals
- Mukta to provide seats, projector (leased from UFO) and sound system

#### **EFFICIENT ALIGNMENT OF REVENUES AND COSTS:**

- Fixed costs are around 32% 35% of total revenues as compared to 50% 52% in case of major multiplexes
- Variable Rentals at all properties either on revenue sharing or profit sharing basis

#### **CAPEX MODELS**

# Model 1: Signing of new property

Capex Per Screen Rs 15 mn

Mukta's Share Rs 7 - 8 mn

#### Model 2:

Takeover of existing property

Capex Per Screen Rs 2 - 4 mn

**EDUCATION** 

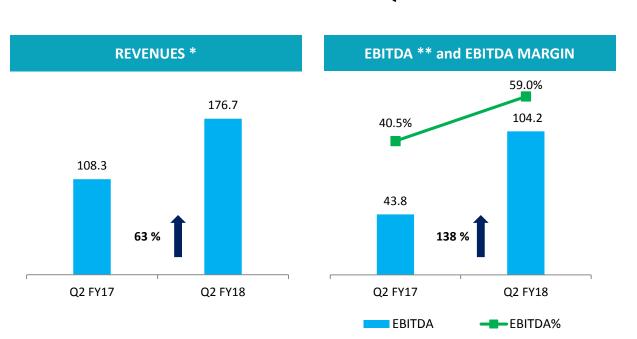
**BUSINESS** 

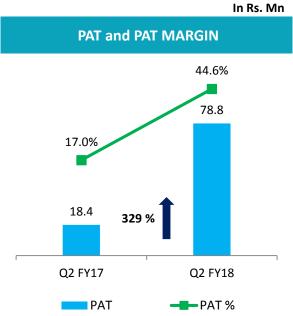


# WHISTLING WOODS INTERNATIONAL – Q2 FY18 RESULT HIGHLIGHTS



## **Q2 FY18 YoY ANALYSIS**

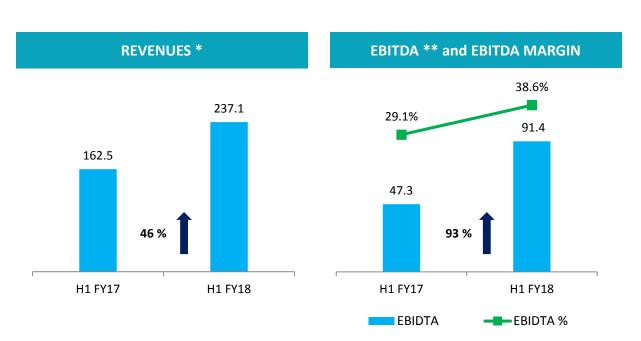


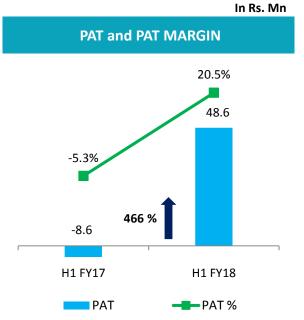


# WHISTLING WOODS INTERNATIONAL – H1 FY18 RESULT HIGHLIGHTS



#### **H1 FY18 YoY ANALYSIS**





#### WHISTLING WOODS INTERNATIONAL



INDIA'S PREMIER FILM, COMMUNICATION & MEDIA ARTS INSTITUTE
WWI IS ONE OF THE ASIA'S LARGEST MEDIA ARTS INSTITUTES
RATED AMONGST THE TOP 10 FILM SCHOOLS IN THE WORLD



5.5 Acre Campus 10 Schools 14 Courses

948 Students

15%
International Students

**95%**Successful Placements

#### **School of Filmmaking**

3 Year BSc/BA by TISS, 2 Year Diploma by WWI, 1 Year Certificate Diploma in Screenwriting

# School of Media & Communication 3 Year BBA & 1 Year PGD by TISS

School of Fashion

3 Year BA by TISS, 2 Year Diploma by WWI in Fashion Designing

#### **School of Vocational Education**

3/6 month certificate course by TISS

#### **Virtual Academy**

1 Year Certificate Course in Filmmaking (online)

#### **School of Animation**

3 Year BSc/BA by TISS

#### **Actor's Studio**

3 Year BA by TISS, 2 Year Diploma by WWI

#### **School of Music**

3 Year BA by TISS, 2 Year Diploma by WWI in Music Production & Composition

#### School of Design \*

3 Year BA by TISS in Visual Communication & Design

#### **Short Course Unit**

24 short courses with duration ranging from 2 days to 5 months



#### WHISTLING WOODS INTERNATIONAL



#### **KEY ACHIEVEMENTS**

- Rated as one of the 10 best film schools in the world - by 'The Hollywood Reporter' magazine
- Member of CILECT (amongst the 160 schools out of the 3,000+ film schools globally)
- Partnered with Sony to setup The Sony Media Technology Center focussing on Digital Cinematography and 3D Stereoscopic Filmmaking
- Partnered with Google to host Asia's 2<sup>nd</sup> & India's 1<sup>st</sup> 'YouTube Space'
- WWI has setup a campus in the UK, in partnership with Bradford College
- WWI is also setting up a campus in Nigeria, in partnership with TrendCorp Africa, called 'The African Film & TV Academy'

# **ACADEMIC PARTNERS** DEAKIN **Bradford** College metropolitan university Oueensland, Australia University of NORWEGIAN **Portsmouth** FILM INSTITUTE **Queensland University** of Technology Sydney TAFE Teesside University VCA University of

Victorian College

of the Arts

MELBOURNE

#### **TECHNOLOGY PARTNERS**











**EntertainmentPartners** 

AUTODESK.



























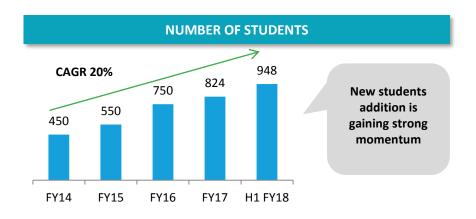


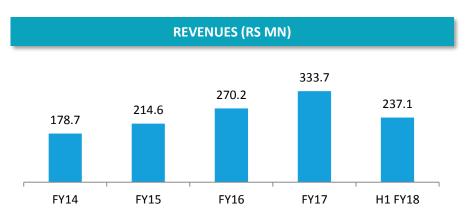


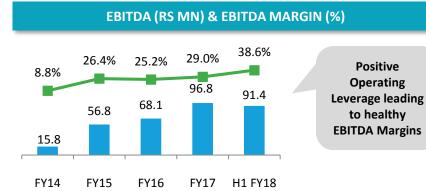
Hertfordshire

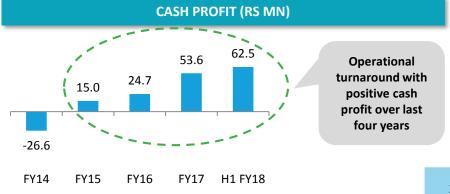
# WHISTLING WOODS INTERNATIONAL – OPERATIONAL HIGHLIGHTS



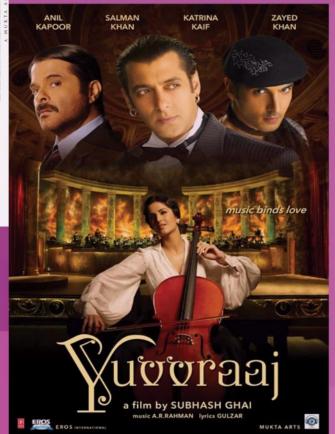












#### **OTHER BUSINESSES**

#### **FILM PRODUCTION**





#### MUKTA ARTS IS ONE OF THE LEADING PRODUCTION HOUSES IN INDIA

- Successful operating history for over last 30 years since inception
- Founded by Mr Subhash Ghai one of the India's most prolific film writer, director and producer
- Strong repertoire of more than 35 commercially successful Hindi and regional films

#### **CLASSICS FROM THE HOUSE OF MUKTA**



AMERICAN DREAMS





















#### **BUSINESS STRATEGY**

- Focus on high value low risk opportunities
- Leverage existing movies IP for future film productions
  - 'Khalnayak Returns' currently in making
- Effectively monetise fully amortised library of films
  - Sale of exclusive rights to TV channels
  - Sale of exclusive rights to film producers for movie remakes

#### **OTHER BUSINESSES**

# FILM DISTRIBUTION & PROGRAMMING, DIGITAL CONTENT

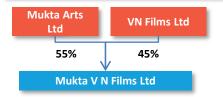


#### **FILM DISTRIBUTION**



- One of India's leading film distributors releasing over 50 films every year
- 9 offices across India with strong presence in North India (Punjab, Delhi, UP, Indore)
- Works with leading production companies 20<sup>th</sup> Century Fox, Disney-UTV, Warner Brothers etc.
- Leverages its Production and Programming relationships to provide high quality service to producers

#### **PROGRAMMING SERVICE**



- The Programming service business since April 2014 is carried out through Joint Venture called Mukta VN Films Limited
- Post this JV the programming business has growth to over 600 screens across India
- While this business has lower margins, it helps Mukta Arts build strategic relationships with many distributors and single screen operators across India

#### **DIGITAL CONTENT**



- Connect.1 is the digital arm of Mukta Arts set up in 2012 for creation, aggregation & distribution of content on multiple digital platforms
- It has curated & syndicated more than 100 short films produced by WWI on various digital platforms including YouTube and Dailymotion
- It has entered into a strategic partnership with SonyLIV (Sony Pictures Networks), India's digital video entertainment platform, wherein SonyLIV will showcase content produced by Content.1 and WWI
- Connect.1 has also undertaken several digital brand related campaigns, utilizing the well trained talent from WWI







**MUKTA ARTS LTD** 

Particulars (Rs Mn)	Q2 FY18	Q2 FY17	YoY %	Q1 FY18	QoQ %	H1 FY18	H1 FY17	YoY %
Revenue from Operations	371.1	259.1	43%	301.7	23%	672.8	460.6	46%
Net Box Office Collection	168.9	118.4	43%	214.7	-21%	383.6	238.4	61%
Software	2.6	1.2	125%	4.5	-42%	7.2	6.3	15%
Education	176.7	108.3	63%	60.3	193%	237.1	162.5	46%
Equipment Hire	0.7	0.8	-14%	0.3	135%	1.0	1.3	-22%
Other Operating Revenues	22.2	30.5	-27%	21.8	2%	44.0	52.1	-16%
Operating Costs	280.9	262.3	7%	288.9	-3%	569.7	441.4	29%
Distributors & Producers' Share	16.6	35.7	-53%	88.7	-81%	105.3	73.8	43%
Other Direct Operation Expenses**	62.5	7.2	-	0.9	-	63.4	12.4	-
Food & Beverages Cost	6.9	6.6	4%	10.9	-37%	17.7	18.4	-4%
Employee Benefits Expense	43.2	43.3	0%	59.7	-28%	102.9	85.3	21%
Other Expenses	151.7	169.5	-11%	128.7	18%	280.4	251.4	12%
EBITDA	90.2	-3.2	-	12.8	604%	103.1	19.1	-
EBITDA Margin %	24.3%	-1.2%	2555 bps	4.2%	2007 bps	15.3%	4.2%	1116 bps
Depreciation & Amortization	36.5	26.8	36%	33.5	9%	70.0	50.7	38%
Other Income	65.8	4.5	1371%	9.5	592%	75.3	9.6	683%
Interest Expense	23.5	21.4	9%	34.9	-33%	58.4	43.9	33%
PBT	96.1	-47.0	0%	-46.1	-	50.0	-65.9	-
Tax Expense	2.4	0.7	241%	2.4	1%	4.8	1.2	293%
Share of Profit in Joint Ventures	0.4	-1.3	0%	-1.3	-	-1.0	-0.8	19%
PAT	94.0	-49.0	-	-49.8	-	44.2	-67.9	-
PAT Margin %	25.3%	-18.9%	4426 bps	-16.5%	4185 bps	6.6%	-14.7%	2131 bps

<sup>\*\*</sup> Other Direct Operation Expenses for Q2 FY18 includes Bahrain Multiplex Distributor & Producer's Share

# **CONSOLIDATED PROFIT & LOSS STATEMENT**

Particulars (Rs Mn)	FY13	FY14	FY15	FY16	FY17
Revenue from Operations	2,797	3,083	1,314	884	1,030
Net Box Office Collection	39	127	209	302	391
Food & beverages	11	35	68	101	126
Software	2,460	2,628	720	102	55
Education	200	169	209	270	334
Equipment Hire	4	4	3	4	3
Other Operating Revenues	84	119	105	104	121
Operating Costs	2,660	3,053	953	758	953
Distributors & Producers' Share	2,340	2,611	332	142	206
Food & Beverages Cost	3	13	23	31	32
Employee Benefits Expense	82	106	131	158	210
Other Expenses	234	323	468	427	504
EBITDA	137	30	361	126	77
EBITDA Margin %	4.9%	1.0%	27.5%	14.3%	7.5%
Depreciation & Amortization	77	86	392	88	112
Other Income	20	45	37	22	75
Interest Expense	57	66	96	90	95
PBT	23	-76	-90	-30	-60
Tax Expense	11	-3	-5	1	17
PAT after Minority Interest	12	-73	-87	-31	-79
PAT Margin %	-0.5%	-2.4%	-6.6%	-3.5%	-3.5%





#### **MUKTA ARTS LTD**

Particulars (Rs Mn)	H1 FY18	Particulars (Rs Mn)	H1 FY18
Fixed Assets	679	Shareholders' Funds	407
Non-Current Assets	1,012	Share Capital	113
Non-Current Investments	391	Reserves and Surplus	294
Other Non-Current Assets	540	Minority Interest	-
Other Intangible Assets (incl. under development)	82		
Current Assets	488		
Current Investments	-	Total Debt	163
Inventories	8	Long Term Borrowings	31
Trade Receivables	155	CPLTD	-
Cash and Bank Balances	126	Short Term Borrowings	132
Short-Term Loans and Advances	42		
Other Current Assets	158		
Current Liabilities	809	Non-Current Liabilities	801
Trade Payables	245	Deferred tax liabilities (Net)	31
Other Current Liabilities	525	Other financial liabilities	708
Short-Term Provisions	39	Long-term provisions	22
		Other non-current liabilities	41
Net Current Assets	-320		
Total Application of Funds	1,371	Total Sources of Funds	1,371





Particulars (Rs Mn)	FY13	FY14	FY15	FY16	FY17
Fixed Assets	816	861	870	904	1,092
Non-Current Assets	273	528	305	358	385
Non-Current Investments	10	10	18	18	18
Long Term Loans and Advances	166	206	275	332	355
Other Non-Current Assets	10	12	3	7	12
Goodwill on Consolidation	88	300	9	-	-
Current Assets	846	612	638	667	609
Current Investments	-	-	-	-	-
Inventories	1	1	2	4	8
Trade Receivables	503	322	418	421	361
Cash and Bank Balances	33	29	36	39	36
Short-Term Loans and					
Advances	304	248	148	197	185
Other Current Assets	5	12	34	5	19
<b>Current Liabilities</b>	573	582	528	543	699
Trade Payables	346	372	279	324	460
Other Current Liabilities	207	200	243	208	219
Short-Term Provisions	20	10	5	11	20

273

1,362

30

1,418

111

1,287

124

1,386

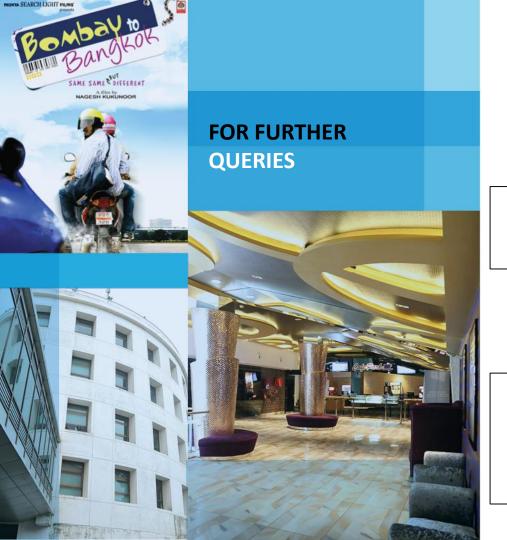
-89

1,388

**Net Current Assets** 

**Total Application of Funds** 

				mukt	A ARTS LTD
Particulars (Rs Mn)	FY13	FY14	FY15	FY16	FY17
Shareholders' Funds	601	528	467	435	362
Share Capital	113	113	113	113	113
Reserves and Surplus	488	415	319	288	212
Minority Interest	-	0	35	34	37
Total Debt	460	602	698	834	896
Long Term Borrowings	171	183	153	599	650
CPLTD	70	105	76	17	67
Short Term Borrowings	219	313	468	218	179
Non-Current Liabilities	301	288	122	116	131
Deferred tax liabilities (Net)	11	7	-	0	7
Other long term liabilities	281	271	110	100	103
Long-term provisions	9	10	12	16	20
Total Sources of Funds	1,362	1,418	1,287	1,386	1,388





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