



CINEMAX INDIA LTD.

Investor's Presentation

Q2 - FY 2009 - 2010

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Summarised Consolidated Financials



Rs. In Lacs

	2009-10			2008-2009							2007-08	2006-07
	Q2	Q1*	H1	Q1	Q2	H1	Q3	Q4	H2	Year Ended	Year Ended	Year Ended
INCOME	4,200	2,479	6,679	3,234	4,575	7,809	3,899	3,695	7,594	15,403	10,627	9,555
EXPENDITURE	3,418	2,298	5,716	2,408	3,064	5,472	2,907	2,988	5,895	11,367	7,581	6,782
EBITDA	782	181	963	826	1,511	2,337	992	707	1,699	4,036	3,046	2,773
<i>EBITDA %</i>	19%	7%	14%	26%	33%	30%	25%	19%	22%	26%	29%	29%
PAT	242	-58	184	364	437	801	206	98	304	1,105	1,373	1,216
<i>PAT %</i>	6%	-2%	3%	11%	10%	10%	5%	3%	4%	7%	13%	13%

Top 5 Grossers

WANTED

DIL BOLE HADIPPA

WHAT'S YOUR RASHEE

KAMINEY

LIFE PARTNER

*Strike period was from 10.04.09 to 12.06.09

Operational Parameters



	2009-10		2008-09	Year ended		
	30.09.09	30.06.09	30.09.08	2008-09	2007-08	2006-07
Locations	25	23	22	25	18	10
No. of Screens	76	70	65	74	52	33
No. of Seats	20,888	19,317	17,597	20,305	14,004	9,220
Footfalls (In Lacs.)	41.09	14.60	41.99	85.14	61.91	52
Occupancy	21%	18%	27%	25%	29%	32%
ATP (Rs.)	122	114	129	128	131	125
F&B SPH (Rs.)	31	31	30	30	29	26
TOTAL SPH (Rs.)	153	145	159	158	160	151

Operational Parameters



	30.09.09	30.09.08
Footfalls (In Lacs)		
Comparable Properties (Loc.-22 & Seats -16,629)	32.44	41.99
Non Comparable Properties (Loc.-4 & Seats - 4,259)	8.65	-
Total	41.09	41.99
Occupancy		
Comparable Properties	20%	27%
Non Comparable Properties	27%	-
ATP (Rs.)		
Comparable Properties	124	129
Non Comparable Properties	112	-
F&B SPH (Rs.)		
Comparable Properties	30	30
Non Comparable Properties	35	-

Technology Up-gradation and other highlights



Giggles

- Currently Giggles operational at 5 locations
- To start 2 more Giggles each at Cinemax-Miraroad and Wonder Mall by November-09



Digitalisation

The company has already acquired 24 digital projectors during the quarter and have already started digital projection at 18 screens situated in prime locations.

Other highlights of the quarter

The company started 2 new properties in the quarter

Ghatkopar	2
Ahmedabad	4
Total	6

Existing Property Details



Location	Type	Property	Start Date	Screens	Capacity	E. Tax Exemption
Goregaon	Multiple Screen	Owned	Dec-97	2	698	No
Kandivali	Single Screen	Owned	Feb-98	1	287	No
Andheri (E)	Single Screen	Owned	Aug-98	1	362	No
Sion	Multiple Screen	Owned	Oct-00	5	827	No
Thane- Wonder	Multiplex	Owned	Dec-03	4	1,136	No
Mira Road	Multiplex	Owned	May-04	3	1,018	Yes
Nasik	Multiplex	Owned	May-04	3	1,002	Yes
Versova	Multiplex	Lease	Sep-05	6	1,477	No
Kandival(East)	Multiplex	Lease	Apr-06	4	1,267	Yes
Thane-Eternity	Mall + Multiplex	Owned	May-06	4	1,035	Yes
Himmatnagar	Multiplex	Lease	Apr-07	3	1,146	Yes
Guwahati	Multiplex	Lease	May-07	2	500	Yes
Bandra	Single Screen	Lease	Jul-07	1	195	No
Panipat	Multiplex	Lease	Sep-07	3	664	No
Gandhinagar	Multiplex	Lease	Dec-07	4	862	No
Locations-15		Owned - 8 Leased - 7		Owned-23 Leased-23	Owned-6,365 Leased-6,111	Tax free Locations-6 Seats - 5,968

Existing Property Details



Location	Type	Property	Start Date	Screens	Capacity	E. Tax Exemption
Locations-15		Owned - 8 Leased - 7		Owned-23 Leased-23	Owned-6,365 Leased-6,111	Tax free Locations - 6 Seats - 5,968
Vashi	Multiplex	Lease	Nov-07	3	917	No
Nasik II	Multiplex	Lease	Nov-07	2	431	No
Ahmedabad - Dev Arc	Multiplex	Lease	Apr-08	4	1,021	No
Nagpur	Multiplex	Owned	Jun-08	3	1,007	Yes
Rajkot	Multiplex	Lease	Sep-08	3	777	No
Kolkata	Multiplex	Lease	Dec-08	4	1,208	Yes
Hyderabad	Multiplex	Lease	Jan-09	3	1,001	No
Kalyan	Multiplex	Lease	Jan-09	2	479	No
Amedabad- Red Carpet	Multiplex	Lease	Jul-09	4	991	No
Ghatkopar	Multiplex	Lease	Sept.-09	2	580	No
Locations-25		Owned - 9 Leased - 16		Owned - 26 Leased- 50	Owned - 7,372 Leased-13,516 Total-20,888	Tax free Locations - 8 Seats - 8,183

Statewise Property Details



Locations	Properties	Screens	Owned	Leased	Single Screens	Multiplex	Taxfree Screens	Taxable Screens
Mumbai	13	38	20	18	10	28	11	27
Maharashtra (other than Mumbai)	3	8	6	2	0	8	6	2
Haryana	1	3	-	3	-	3	-	3
Assam	1	2	-	2	-	2	2	-
Gujarat	5	18	-	18		18	3	15
Andhra Pradesh	1	3		3		3	-	3
West Bengal	1	4	-	4	-	4	4	-
Total	25	76	26	50	10	66	26	50

Upcoming Properties



Status	Sr. No.	Location	Seats	Screens	Targeted Launch Date
	1	Ghatkopar	670	2	Nov-09
	2	Nasik 3	1,016	5	Nov-09
	3	Kanpur	999	3	Nov-09
	4	Baroda	328	2	Dec-09
	5	Kolkata	327	2	Dec-09
	6	Ahmedabad	700	3	Dec-09
	7	Siliguri	995	4	Dec-09
	8	Cochin	658	4	Dec-09
				5,693	25
Status	Sr. No.	Location	Seats	Screens	Targeted Fit - out Start Date
	1	Raipur	1,215	5	Dec-09
	2	Bangalore	1,100	4	Dec-09
	3	Hyderabad	946	6	Feb-10
	4	Pune	1,089	4	Jan-10
				4,350	19

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