CINELINE MOVIE MAX

**July 27, 2026**

| | |
|---|---|
| To,<br>**BSE Limited,**<br>Department of Corporate Services,<br>Phiroze Jeejeebhoy Towers,<br>Dalal Street, Mumbai – 400001<br>**Scrip Code: 532807** | To,<br>**The National Stock Exchange of India**<br>Listing Department,<br>Exchange Plaza, C- 1, Block G, Bandra Kurla Complex, Bandra (East), Mumbai– 400051<br>**Scrip Code: CINELINE** |

**<u>Subject: Investor Presentation</u>**

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached the investor Presentation issued by the Company for Q1FY27.

The investor presentation can also be accessed on website of company, www.moviemax.co.in

The contents of the Investor Presentation give full details.

Kindly take the above information on your records and oblige.

Thanking you,

Yours faithfully
For **Cineline India Limited**

RASESH BABUBHAI KANAKIA
Digitally signed by RASESH BABUBHAI KANAKIA
Date: 2026.07.27 18:31:47 +05'30'

**Mr. Rasesh Kanakia**
**Chairman & Whole Time Director**
**DIN:00015857**

# CINELINE INDIA LIMITED

MOVIE MAX

**Investor Presentation**
July 2026

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# Industry & Business Overview

# CY2026 Jan-Jun India Box Office Performance Summary


**Six films crossed the ₹200 Cr mark in H1 2026,** versus four in H1 2025.

**Jan-Jun 2026 box office collections reached ₹6,398 Cr, the highest first-half total** since the pandemic, exceeding 2025 by nearly **₹650 Cr.**

**The number of ₹100 Cr grossers declined from 17 to 13, highlighting growing box office** concentration among a few blockbuster releases.

**Footfalls rose 5% YoY to 37.8 crore in H1 2026, reversing three years of** decline and stagnation.

**Hindi and Marathi films** were the primary drivers of footfall growth.

**Dhurandhar: The Revenge** contributed **20% of H1 2026 box office collections,** while the **top 15 films accounted for 58% of revenues,** up from 49% in 2025.

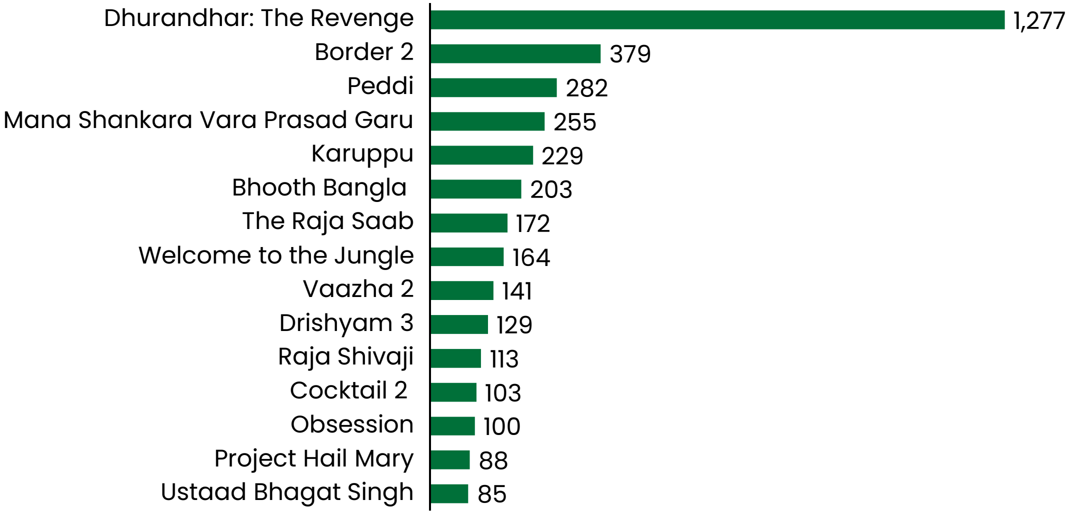
**Hindi and Telugu films dominated the top 15 with five and four titles,** respectively.

**Four of the first six months of 2026** generated over **₹1,000 Cr in box office collections.**

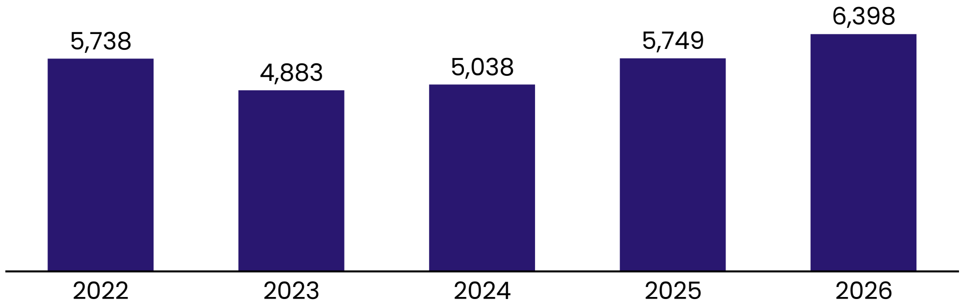
A strong H2 slate, including **Ramayana: Part 1, King, Toxic, Fauzi, Jailer 2, Avengers: Doomsday, Spider-Man: Brand New Day, and The Odyssey,** positions **2026 footfalls to potentially cross 100 crore**

## India Gross Box Office Collection

**Top 15 Films** (In Rs. Crores)




**Jan-June Cumulative Gross Box Office (₹Cr)**



# MovieMAX: The Brand that was Born to Redefine

Backed by a legacy dating to 1997, Cineline India, through its **flagship brand MovieMAX**, is building a fast-growing, technology-led cinemas across India, blending premium experiences with accessible entertainment.

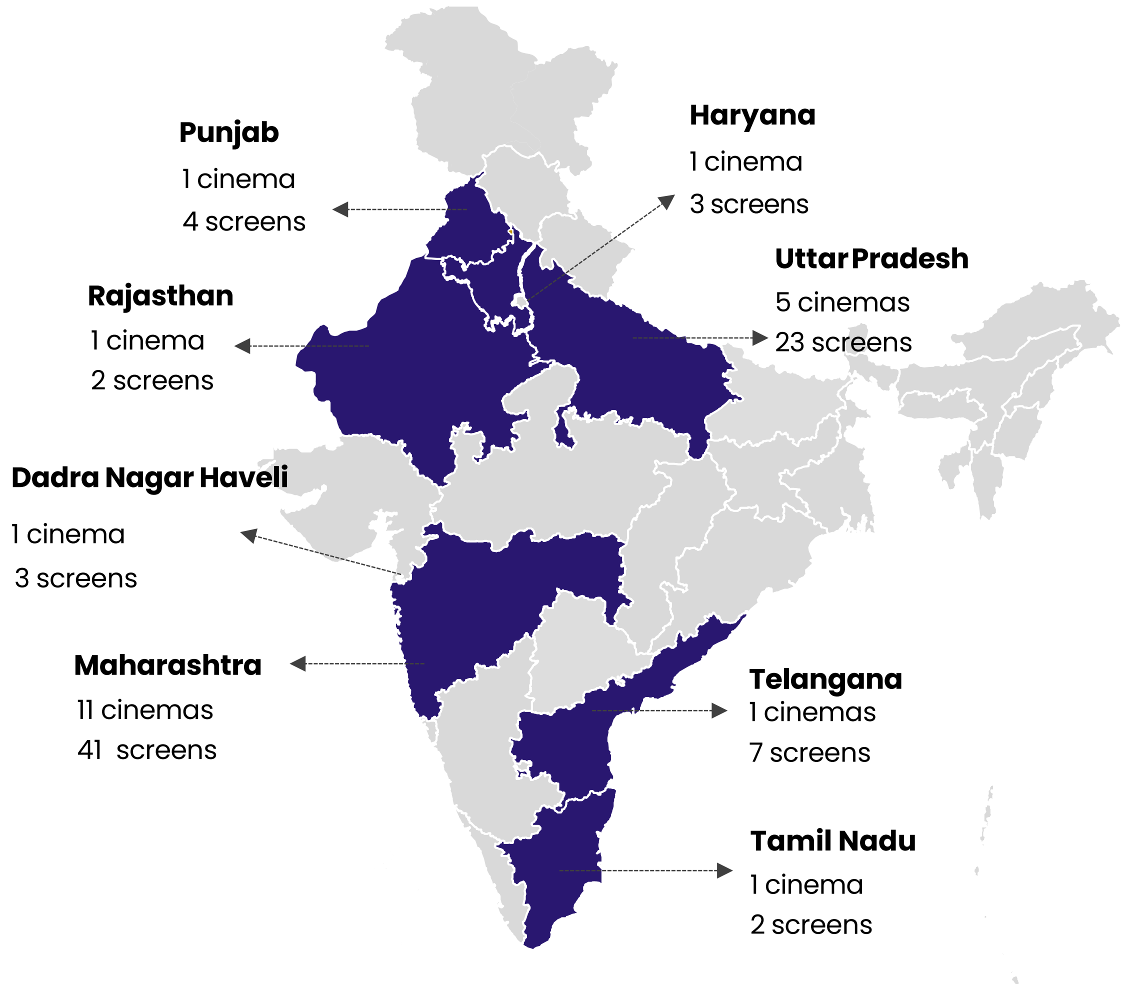
## Portfolio of operational screens

| Seats | Screens | Cinemas | Cities |
|---|---|---|---|
| 21,100+ | 85 | 22 | 15 |

## Under four operating models

| Owned | Variable | Fixed | O&M |
|---|---|---|---|
| Cinemas 6<br>Screens 18 | Cinemas 7<br>Screens 30 | Cinemas 8<br>Screens 34 | Cinemas 1<br>Screens 3 |

## Presence across 7 states and 1 Union Territory



# Q1 FY27 Business Highlights

## Highest ever Quarter-1 performance

1

**Net Box Office Collection**
(Rs. lakh)

**3,615**

2

**Net F&B Collection**
(Rs. lakh)

**1,856**

3

**Admits**
(lakh)

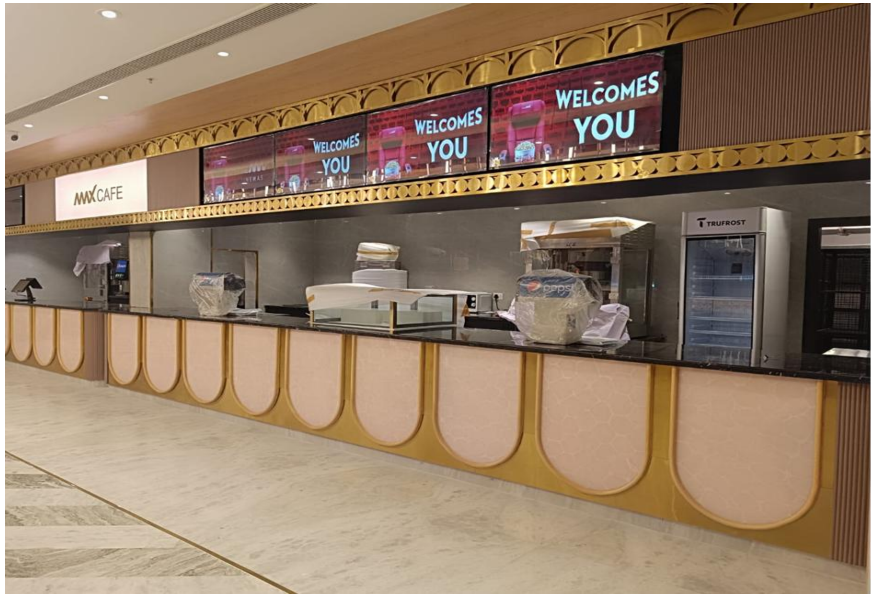
**18.0**

"**Dhurandhar The Revenge**" emerged as the company's top grossing movie gaining total **Box Office Collections of Rs. 662 lakh** for the period

Cineline emerged as the **leading movie exhibitor** in Q1 FY27, recording the **highest growth** in **admissions, Gross Box Office Collections (GBOC), and combined GBOC + F&B revenues**.

3 screens are scheduled for launch in **Gurgaon** in **Q2 FY27**

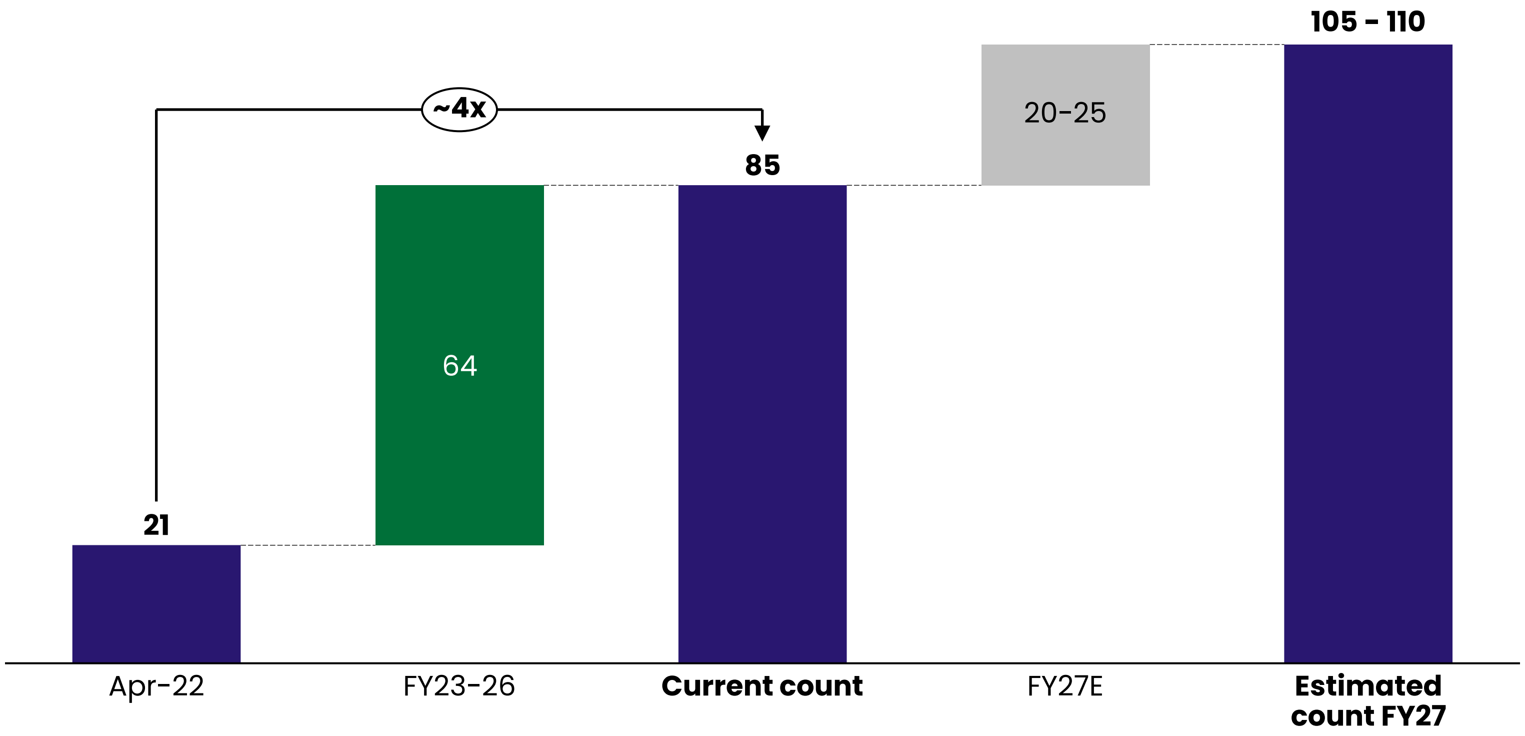
# Upcoming Theatre launch - Gurgaon

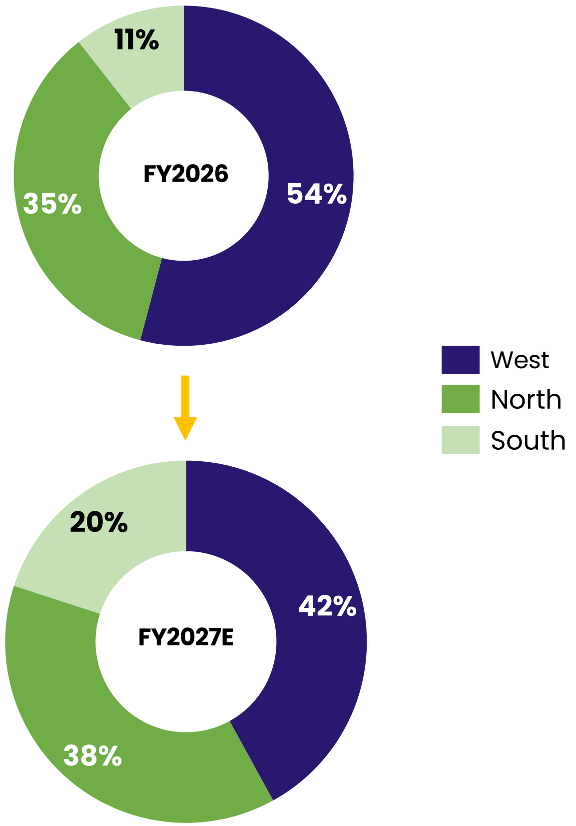

# Emerging from a Regional Player to a National Cinema Exhibitor

## Screen Count Trend

Management is focusing on expansion of profitable screens




## Region-wise distribution of Screens




Screens openings already secured through registered lease deeds, providing strong visibility on upcoming pipeline

Building on our strong North and West India presence to unlock diversification via high-growth opportunities in Southern markets

Accelerating our Southern expansion through secured land banks and active partnerships with leading developers

# Screen Network Expansion : Under Fit-outs

MOVIE MAX

**35**
**Committed Pipeline**
(Screens under fit-outs)

**20-25**
**Expected Openings in FY27**
(Target)

**10-15***
**Balance Openings**
Beyond FY27

| State | City | Screens | Region |
|---|---|---|---|
| **Ready for Launch** | | | |
| Haryana | Gurugram | 3 | North |
| **Under Fit-outs** | | | |
| Karnataka | Bangalore | 5 | South |
| Telangana | Hyderabad | 4 | South |
| Telangana | Nagole | 4 | South |
| Uttar Pradesh | Agra | 3 | North |
| Uttar Pradesh | Noida | 3 | North |
| Tamil Nadu | Chennai | 6 | South |
| Tamil Nadu | Belgaum | 4 | South |
| **Total** | | **29** | |
| **Upcoming Fit-outs** | | | |
| Uttarakhand | Dehradun | 3 | North |

***All committed screen fit-outs are targeted for completion within FY27***

****However, the schedule of Commercial Openings remain subject to necessary licenses and approvals***

# Company Timeline

MOVIE MAX

**From 1997 to 2013**

### The Genesis (1997-2000)

Established a singular vision for premium entertainment, pioneering the launch of India's first multi-screen cinema in Mumbai.

### Luxury & Listing (2005-2010)

Set the **"RED Lounge" gold standard** by introducing Mumbai's first all-recliner theatre format for luxury seating while achieving a successful Public Listing (IPO) to fuel national growth.

### Market Dominance (2012-2013)

Solidified presence as a cinematic powerhouse through blockbuster distribution and premier destination status.






**Current Journey**

### Re-launch (FY23)

Inception of MovieMAX by Cineline, marked by resuming of operations at company-owned properties and the commencement of a strategic screen expansion initiative.

### Large-multiplex & premium screen expansion (FY2024)

A premium 3-screen multiplex was launched at Ansal Plaza, Gurugram. Opened a massive 8-screen flagship at Amanora Mall with advanced screens and recliner seating.

### Birth of MovieMAX Edition (FY25)

Opened a 3-screen at Mariplex in Pune and 4 screens across RCube Mall Noida with "MovieMax Edition", a luxurious all-recliner format. Also extended our footprint into Bareilly, UP, featuring auditoriums in a **large-screen format** known as the Infinity screen.

### Regional Reach and O&M model (FY26)

Expansion in South in Chennai in Tamil Nadu. Also launched the first O&M model at Dadra Nagar Haveli.

## The MovieMAX Edge

- **Next-Gen Tech:** Advanced 2K & 4K projections paired with immersive 7.1 surround sound.
- **Curated Luxury:** Redefining the experience with curated designs and premium F&B.
- **Strategic Growth:** Identifying high-potential hubs to deliver cinematic excellence nationwide.

**In 2022, MovieMax emerged as a modernized powerhouse, integrating cutting-edge 4K projection, Dolby Atmos sound, and unmatched luxury to serve a new generation of film enthusiasts.**

# Q1 FY27 Key Performance Highlights

**Revenue***

**Rs. 6,002 lakh**
*(+28% YoY)*

**EBITDA***

**Rs. 605 lakh**
*(+106% YoY)*

**EBITDA margin***

**10.1%**
*(+380 bps YoY)*

**PAT***

**Rs. 34 lakh**


**Net Box Office Collections**

**Rs. 3,615 lakh**
*(+32% YoY)*

**Net F&B Collections**

**Rs. 1,856 lakh**
*(+29% YoY)*

**Admits**

**18.0 lakh**
*(29% YoY)*

**ATP**

**Rs. 236**
*(2% YoY)*

**SPH**

**Rs. 108**
*(0% YoY)*

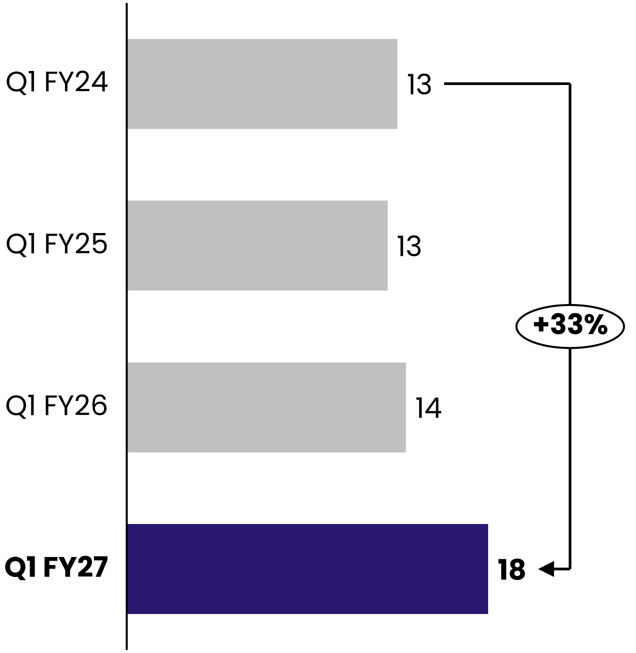
**ATP + SPH**

**Rs. 345**
*(1% YoY)*

*Pre-Ind AS Figures

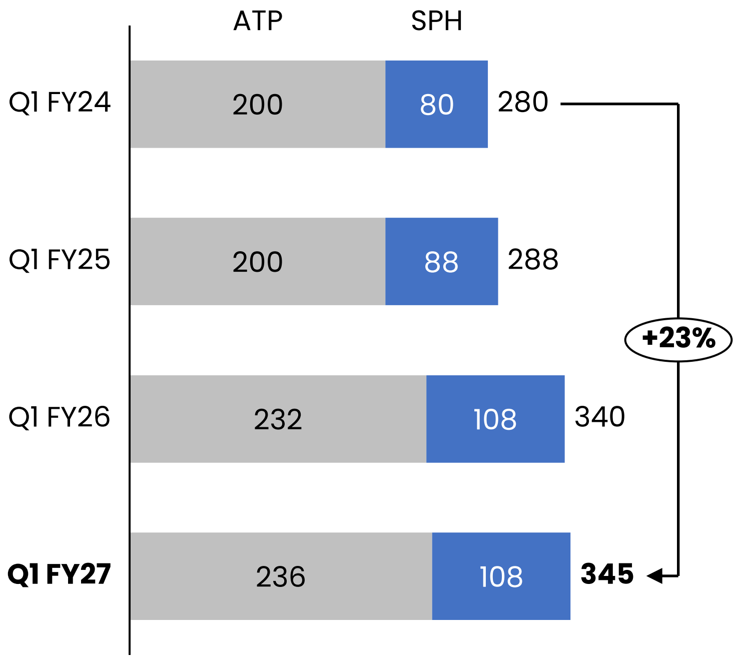
# Consistent Growth in Key Performance Indicators

## Admits (Rs. in lakhs)



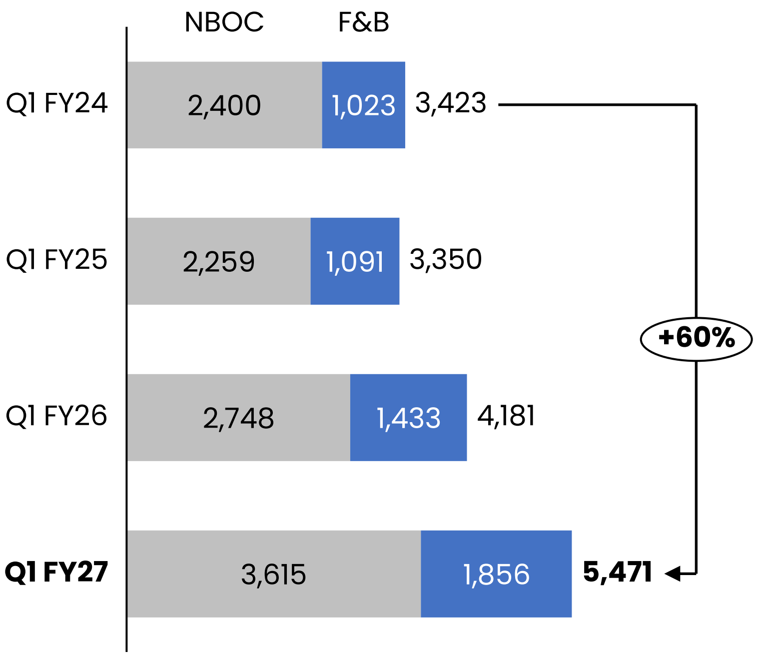

Achieved a record 18 lakh admits in **Q1 FY27**, the **highest** across all comparable quarters

## ATP and SPH (Rs.)




ATP + SPH increased by **23%**

## NBOC & F&B (Rs. in Crs.)




**NBOC & F&B** has increased to **1.6x** between Q1FY24 and Q1FY27

Reported EBITDA has grown at a **CAGR of 18%** over the period

# Q1 FY27 Profit & Loss Summary*

| Particulars (Rs. Lakhs) | Q1 FY27 Reported | Q1 FY27 Ind AS 116 Impact | Q1 FY27 Pre Ind AS 116 | Q1 FY26 Reported | Q1 FY26 Ind AS 116 Impact | Q1 FY26 Pre Ind AS 116 | Growth (YoY) Reported |
|---|---|---|---|---|---|---|---|
| **Total Revenue** | **6,031** | **-29** | **6,002** | **4,699** | **-26** | **4,673** | **28%** |
| Rental Cost | 306 | 625 | 931 | 302 | 418 | 720 | 1% |
| Other Operating Expenses | 4,463 | 3 | 4,466 | 3,659 | 0 | 3,659 | 22% |
| **EBITDA** | **1,262** | **-657** | **605** | **738** | **-444** | **294** | **71%** |
| **EBITDA Margin** | **20.9%** | | **10.1%** | **15.7%** | | **6.3%** | |
| Depreciation | 891 | -448 | 443 | 684 | -307 | 377 | 30% |
| **EBIT** | **371** | **-155** | **161** | **54** | **-137** | **-83** | **586%** |
| Finance cost | 365 | -365 | 0 | 324 | -321 | 3 | 12% |
| **PBT** | **6** | **155** | **161** | **-270** | **184** | **-86** | **NA** |
| Exceptional Item loss# | 154 | 0 | 154 | 0 | 0 | 0 | NA |
| Taxes | -27 | 0 | -27 | -65 | 0 | -65 | NA |
| **PAT** | **-121** | **155** | **34** | **-206** | **184** | **-22** | **NA** |
| **Cash PAT*** | **770** | **-293** | **477** | **478** | **-123** | **355** | **61%** |

*Cash PAT = PAT + Depreciation;
#Exceptional item is a WDV of Fixed assets lost in Fire at Ghaziabad and as required under IND-AS 16. Company has filed a claim with Insurance company and expected to settle in due course of time.

# Cineline’s Top Movies by GBOC for Q1 FY27

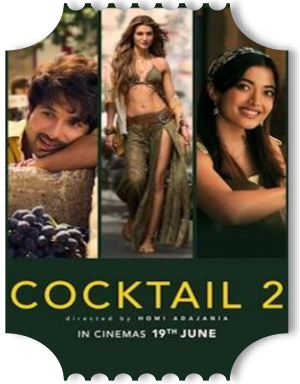
**Q1 FY27**


**Rs. 662 lakh**

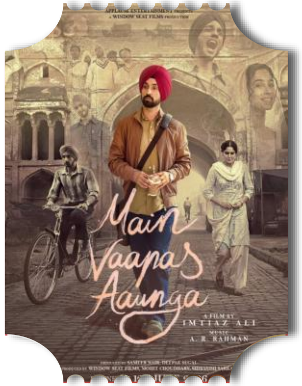

**Rs. 462 lakh**


**Rs. 455 lakh**


**Rs. 439 lakh**




**Rs. 193 lakh**

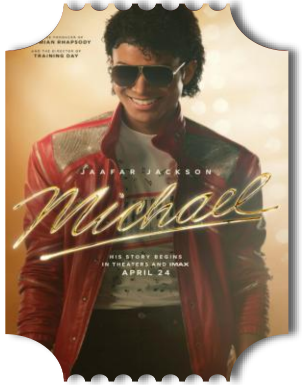



**Rs. 181 lakh**


**Rs. 169 lakh**


**Rs. 168 lakh**


**Rs. 157 lakh**




**Rs. 126 lakh**


# Branding Initiatives

# Bytes Promotion and Influencer marketing



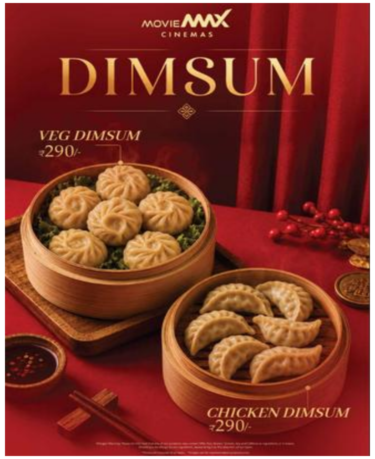


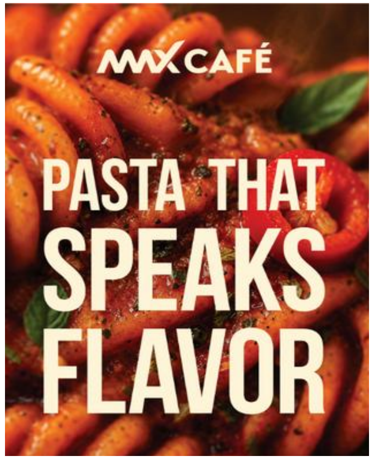





# Culinary assortments at Max Cafe





# Artist visits


**DIRECTOR R.K BALAJI AT SION**

**RITESH DESHMUKH AT AMANORA PUNE**

**SANDEEP PATHAK AT HUMA**

**SPECIAL SCREEN OF SITAARE ZAMEEN PAR**


# Upcoming Content Pipeline

# Movie Content Line Up for Q2 FY27


**DHAMAAL 4**

**CAST**
AJAY DEVGAN
ANIL KAPOOR
MADHURI DIXTIT

**DIRECTOR**
INDRA KUMAR

HINDI

17th July 26


**THE ODYSSEY**

**CAST**
MATT DAMON
TOM HOLLAND
ZENDAYA

**DIRECTOR**
CHRISTOPHER NOLAN

HINDI

17th July 26


**SPIDER-MAN: BRAND NEW DAY**

**CAST**
TOM HOLLAND
ZENDAYA
JACOB BATALON

**DIRECTOR**
DESTIN DANIEL CRETTON

ENGLISH, HINDI

30th July 26


**BATWARA**

**CAST**
SUNNY DEOL
PREITY ZINTA

**DIRECTOR**
RAJKUMAR SANTOSHI

HINDI

14th Aug 26


**TOXIC: A FAIRY TALE FOR GROWN-UPS**

**CAST**
YASH,
KIARA ADVANI,
NAYANTHARA

**DIRECTOR**
RAJKUMAR SANTOSHI

HINDI

26th Aug 26


**VVAN- FORCE OF THE FOREST**

**CAST**
SIDHARTH MALHOTRA,
TAMANNAAH BHATIA

**DIRECTOR**
DEEPAK KUMAR MISHRA

HINDI

25th Sep 26

# Movie Content Line Up for Q3 FY27


**DRISHYAM 3**

**CAST**
**AJAY DEVGN**
**SHRIYA SARAN**
**TABU**

**DIRECTOR**
**ABHISHEK PATHAK**

**HINDI**

**2nd Oct 26**


**RAMAYANA: PART 1**

**CAST**
**RANBIR KAPOOR**
**YASH**
**KAJAL AGARWAL**

**DIRECTOR**
**NITESH TIWARI**

**HINDI, TELUGU, TAMIL**

**6th Nov 26**


**RANGER**

**CAST**
**AJAY DEVGN**
**SANJAY DUTT**
**TAMANNAAH BHATIA**

**DIRECTOR**
**JAGAN SHAKTI**

**HINDI**

**4th Dec 26**


**AVENGERS: DOOMSDAY**

**CAST**
**ROBERT DOWNEY JR**
**VENESSA KIRBY**
**FLORENCE PUGH**

**DIRECTOR**
**ANTHONY RUSSO**

**ENGLISH, HINDI**

**18th Dec 26**


**KING**

**CAST**
**SHAH RUKH KHAN**
**SUHANA KHAN**
**DEEPIKA PADUKONE**

**DIRECTOR**
**SIDDHARTH ANAND**

**HINDI**

**24th Dec 26**


**JUMANJI: OPEN WORLD**

**CAST**
**DWAYNE JOHNSON**
**KAREN GILLAN**
**JACK BLACK**

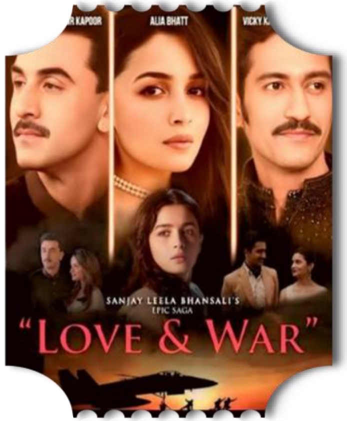
**DIRECTOR**
**JAKE KASDAN**

**ENGLISH, HINDI**

**25th Dec 26**

# Movie Content Line Up for Q4 FY27

MOVIE MAX



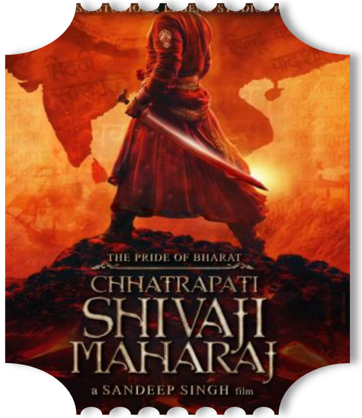

**LOVE & WAR**

**CAST**
RANBIR KAPOOR
ALIA BHATT
VICKY KAUSHAL

**DIRECTOR**
SANJAY LEELA BHANSALI

HINDI

21st Jan 27




**THE PRIDE OF BHARAT CHHATRAPATI SHIVAJI MAHARAJ**

**CAST**
RISHAB SHETTY
SHEFALI SHAH

**DIRECTOR**
NITESH TIWARI

HINDI, TELUGU, KANNADA

21st Jan 27


**NAAGZILLA**

**CAST**
KARTIK AARYAN
PRIETY MUKHUNDHAN
RAVI KISHAN

**DIRECTOR**
MRIGHDEEP SINGH LAMBA

HINDI

12th Feb 27


**SPIRIT**

**CAST**
PRABHAS
TRIPTII DIMRI
PRAKASH RAJ

**DIRECTOR**
SANDEEP REDDY VANGA

TELUGU, HINDI

5th Mar 27


**FORCE 3**

**CAST**
JOHN ABRAHAM
HARSHVARDHAN RANE

**DIRECTOR**
BHAV DHULIA

HINDI

19th Mar 27


**GODZILLA X KONG: SUPERNOVA**

**CAST**
DAN STEVENS
SAM NEILL, JACK O'CONNELL

**DIRECTOR**
GRANT SPUTORE

ENGLISH, HINDI

26th Mar 27

# Professional Management

**Mr. Rajeev Sharma has been appointed as Joint CEO of Cineline India Limited**

- Brings over 30 years of experience across cinema exhibition, entertainment, media, consumer products, technology, wellness, lifestyle, and business consulting sectors
- Extensive expertise in strategic leadership, business transformation, operational management, business expansion, fundraising, brand building, and leadership development has been demonstrated throughout his career.
- Prior to joining Cineline India Limited, he held the position of Chief Executive Officer at NY Cinemas, the multiplex chain promoted by actor Ajay Devgn.
- The growth strategy, nationwide expansion, operational transformation, fundraising initiatives, and brand positioning of NY Cinemas were successfully led under his leadership.
- The philosophy "For the Love of Cinemas" was introduced as the cornerstone of the company's brand strategy, and differentiated cinema concepts inspired by global and local best practices were developed during his tenure.
- In addition to his responsibilities at NY Cinemas, Mr. Sharma was elevated to the role of Group CEO at ADF, where strategic initiatives across entertainment, hospitality, sports, and real estate businesses were driven.
- Earlier in his career, over 15 years were spent with Fujifilm through PID Pvt. Ltd., where the role of CEO was held and the company's market presence in India across motion picture films, professional photography products, IT products, and digital post-production businesses was significantly strengthened.
- Held the position of Deputy General Manager – Sales at Samsung Electronics, where contributions were made towards product launches, channel expansion, and branding initiatives.
- Credenzeal Services Private Limited was founded by Mr. Sharma to provide strategic and business consulting services across multiple industries, and exclusive India distribution rights for international fitness and wellness brands from Germany and Russia were secured.
- Holds a Diploma in Computer Engineering

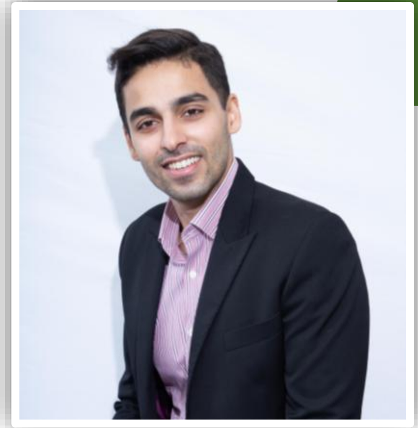
# Promoter Group

## Mr. Rasesh B. Kanakia
Chairman

- Started real estate development in 1986
- Instrumental in making Kanakia Group a reputed name in India
- Under his futuristic vision the Group has ventured into the entertainment, education & hospitality sector

## Mr. Himanshu B. Kanakia
Managing Director

- Integral part of the Kanakia Group
- Contributed largely to the success of Kanakia Spaces and Cinemax business
- Keen focus on engineering and innovative skills in project development and film exhibition business



## Mr. Ashish R. Kanakia
Chief Executive Officer

- Completed his Bachelor's degree in Business Administration and joined the family business with an intention to grow
- For ~4 years, he has been working closely with cinema core teams
- He is constantly looking at adding substantial value to customers through innovation in product and services
- He strives to differentiate the offerings from competition and providing an edge to the organization

**Company: Cineline India Limited**
CIN: L92142MH2002PLC135964

**Mr. Vipul Parekh - CFO**
vipul.parekh@cineline.co.in
Tel: 91-22-67267777

**Investor Relations: Strategic Growth Advisors (SGA)**
CIN: U74140MH2010PTC204285

**Mr. Deven Dhruva** deven.dhruva@sgapl.net /
**Ms. Krisha Shrimankar** krisha.shrimankar@sgapl.net
**Tel: +91 98333 73300/ +91 87797 99281**

# THANK YOU