

FOR IMMEDIATE RELEASE

**Multiplexes driving growth in Indian Cinema Exhibition Industry, according to Netscribes' report**

*Netscribes (India) Pvt. Ltd., launches its Multiplex and Single Screen Cinemas – India report covering the cinema exhibition industry.*

**Mumbai, India – April 17, 2009** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report - Multiplex and Single Screen Cinemas – India. The industry is growing at 10% per annum driven by multiplexes, which are expanding rapidly in major metropolitan cities as well as second and third tier cities. Favorable demographics in a cinema-crazy nation, tax exemptions, and quality locations such as malls, are driving growth of multiplexes in India.

The report begins with an overview of the market including the market size, growth and geographical distribution. Various business models adopted by multiplex operators and key revenue streams and costs are also identified. The drivers and challenges explain the factors influencing growth of the industry. Key characteristics showcases aspects such as seasonality, shelf life of movies, screen density and average ticket prices that are important in the cinema exhibition business. Subsequently, the trends in the market including private equity investments complete the current picture of the market. Competitive landscape identifies and compares major multiplex operators, which dominate the market where the single-screen format is highly fragmented.

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**About Netscribes (India) Pvt. Ltd.**

Netscribes ([www.netscribes.com](http://www.netscribes.com)) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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