



SMALL IS BIG!

With a relatively saturated retail real estate scenario in metros and the multiplicity of multiplexes therein, smaller towns and cities are emerging as new centres of growth

Since the screen density in India is as low as 12 screens per million, a number of leading cinema chains are eyeing this gap as a profitable marketing proposition and fast setting up shop, especially tapping smaller towns.

Big Cinemas, with a 260 screens network across India, spread over 103 theatres and 80 cities is one of the largest cinema chains in the country, with a formidable presence in not just metro-

politan cities but also Tier II and Tier III cities. PVR Talkies, the low-cost multi-screen cinema chain of PVR, in operations since 2007, is currently present in Aurangabad, Maharashtra, Baroda, and Ujjain in Madhya Pradesh. Inox Leisure has 41 multiplexes across 26 cities in India, including Darjeeling, Goa, Bharuch, Vijayawada, Siliguri, Pune, and Vadodara and Mexico's Cinepolis, which set up its first multiplex in India in 2009 runs 37 screens across the country in-

cluding those in Amritsar, Bengaluru, Ahmedabad, Surat, and Ludhiana. There are several other national, regional, and small multiplexes chains that are operating in these regions.

Filling The Vacuum

Says Vishnu Patel, CEO, Special Projects at UFO Moviez, "With an increase in purchasing power and aspirational values of people across the country, in-