

E-SQUARE

# Wholesome Entertainment with New Xion

One of India's leading entertainment companies, E-SQUARE recently launched Xion to cater to the cosmopolitan IT sector of Hinjewadi. The company's long-time associates, Pen Workers installed premium seats at the new multiplex and also renovated the seating at the 12-year-old University Road E-SQUARE with high-quality recliners. *TheatreWorld* gets a sneak preview!

It was the year 2003, when E-SQUARE changed the face of entertainment in Pune by introducing the city's first multiplex with a food court. Ever since, E-SQUARE has established itself as one of India's leading entertainment companies, with presence in the entire value chain in Film Exhibition and Distribution. It has created a benchmark in the industry by bringing in a professional

and service-oriented approach to the business. Currently, it has properties in Maharashtra in Pune, Mumbai, Pimpri, Aurangabad, Beed, Ahmednagar. The company also operates a hotel and restaurant business in Pune.

E-SQUARE recently launched Xion, a 6-screen multiplex with 200 seats each, catering to cosmopolitan IT



**Hemant Manmohan Panchamia**  
Managing Director  
E-SQUARE Entertainment



sector of Hinjewadi, its burgeoning residential localities and approximately 25 colleges surrounding the multiplex. With Xion, E-SQUARE aims to provide wholesome entertainment to patrons, focusing on providing the highest standards of seating, sound and projection, thereby giving a promising cinematic experience.

It's none other than the 92 years old Pen Workers that installed premium seats at the new Xion. The company is by far the largest one in India to

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manufacture and install premium seats exclusively to cinemas and auditoriums. The association between E-SQUARE and Pen Workers has been over 12 years old now.

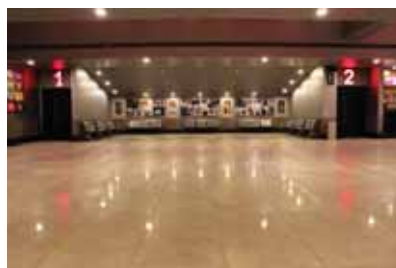
With the M Ticket Concept, patrons will be able to walk in straight without a physical ticket. Dolby Atmos is one of the key USP of the multiplex, and also the first installation in Pune.

One of the pioneers of the multiplex industry in Maharashtra, E-SQUARE was the third multiplex of Pune. The E-SQUARE Group is one of the chains having the highest Average Shows per Screen. Hemant Manmohan Panchamia, Managing Director, E-SQUARE Entertainment, is a self-made entrepreneur, having forayed into active business since the age of 16! With interests in various businesses such as floorings, car trading, advertising, cine equipment, engineering factories, film distribution, he nurtured his passion for film production under the banner Neha Arts and produced several Hindi films such as *Baaghi*, *Chal Mere Bhai*, *Laadla*, *Anjali* and *Bol Radha Bol*.



Fact File

Cinema Name	E-Square
Location	Xion Mall, Hinjawadi, Pune
Promoter	E-Square Leisure Private Limited
<b>Architects</b>	
Concept & Shell Architets:	Anirudh Vaidya & Associates, Pune
Interior Architects / Interior Designer:	MNS Designs (Arch. Sohail Kapadia)
<b>Consultants</b>	
Technical Design of Audi & Acoustical Consulting:	Jal Mistry, Mumbai
Building services (HVAC, Plumbing, FFTG, Elect) & Lighting (cold cathode & neon):	N.M Deodhar & Company, Pune
<b>Equipments</b>	
Projectors:	Christie 2215
Processors:	Dolby Atmos CP850 & Dolby 7.1
Speakers:	S L Audio
Screen:	Harkness Silver Screen 3.0 Gain
Seating:	Pen Workers
Lighting (stepp):	Shrikrishnashray
Carpets:	A to Z, Mumbai
Acoustical Materials:	Anutone Acoustics



## E-SQUARE University Road Seating Refurbished

Set up in 2003, University Road E-SQUARE in Pune was one-of-its-kind in India back then, having a food court, bar and pub, 5-star hotel, commercial gym -- all under the same roof. With 6 Screens, and the biggest screen at 584 seats, the total capacity was 1384. To enhance the seating comfort of its patrons, E-SQUARE roped in their old associates Pen Workers to renovate the seating of the multiplex. The premium quality recliners, one of the widely preferred and fastest selling categories of seats, have given an added edge to this University Road property of E-SQUARE.

The current set-up includes: Dolby 7.1 with Christie 2K Projectors, Screen 5 (584 seats) with a 4 K Projector, Sound by ElectroVoice EVI and Silver Screens of Harkness Screens and Galalite.



## Kolhapur's First Premium Multiplex

PVR brings the first premium multiplex to Kolhapur with a mega three-screen property. Spread across an area of 19,012 sq ft, the multiplex is a state-of-the art infrastructure with the most advanced technology.

Kolhapur, the birth place of Bhalchandra Pendharkar, the father of Marathi cinema, has been the epic centre of Marathi cinema for many years. It was about time that Kolhapur had a multiplex revolution to redefine cinema for the thousands of movie aficionados in the city. Understanding this need, PVR, the largest cinema exhibitions company in India has ushered the multiplex revolution in Kolhapur with their debut project in DYP City.

At the launch, Mr Gautam Dutta, CEO, PVR Cinemas, said, "From being an industrial hub for the entrepreneurs, to a favourite tourist destination for the explorers; Kolhapur breeds a population with varied interests. But one thing which binds everyone is 'Cinema'; no wonder that the city plays a host to so many important film festivals.

This is PVR's debut project in Kolhapur. The multiplex is offering state-of-the art infrastructure with the most advanced technology to the patrons in the city. We are very excited and hope that we receive an

equally overwhelming response from the people here as well."

For decades, Kolhapur city has been a favourite shopping destination for people from neighbouring small towns. With its increasing demand for family entertainment, it was evident that a multi brand mall was the need of the hour. The Kolhapur based DY Patil Group, gauging the demand and the potential of the city, has opened Kolhapur's first mall - DYP City.

At the launch of the mall, Dr Sanjay D Patil, President, DYP Group, "It's our consistent effort to bring in the finest facets of lifestyle to the people. Our multi-brand mall is one of our many thoughtful efforts to bring in all the luxuries across verticals/ categories through multi- brands. We are very overwhelmed to have the biggest and the most prestigious brands like PVR, which is also making its debut with our mall in the city, to be a part of our journey of developing this city. We hope and look forward for a long-term association with them."

Situated on the third floor, PVR is spread across an area of 19,012 sq. ft.



that promises to cater to 726 seating audience. The auditoriums are equipped with regular mainstream seating and recliners to serve the patrons a high end luxury experience. The walls are installed with plasmas and poster boxes to share the latest and upcoming movie information with the customers. The screens are equipped with the latest 2K Projection along with 7.1 Digital Dolby Surround Sound and 3D screens to accentuate the movie watching experience.

Mr Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd also added, "Our debut in Kolhapur is an earnest attempt to bring in the multiplex culture to the city. We want to make sure that the best in class cinematic experience is accessible to all our patrons, not only metros but to tier 2, tier 3 cities.

Kolhapur is a film city for the cinema lovers and we see tremendous scope and potential in this market to launch our property. I would like to extend my gratitude to the mall developers, Mr Sanjay Dnyan Deo Patil of DYP Group, who has provided us the most suitable location- in the heart of the town, which is easily accessible to our patrons not only in Kolhapur, but also in adjoining cities like Belgaum, Bhiwandi, Ichalkarangi etc."

With this launch, PVR's screen count in Maharashtra reaches to 138 screens across 34 properties; and 477 screens in 107 properties across 44 cities (pan India).



## Citypride Royal Cinemas

# The Pride of Pune

**A major player in Pune and Western Maharashtra, Citypride Multiplexes, a wholly-owned subsidiary of Chaphalkar Brothers, unveils Citypride Royal Cinemas, a 4-screen property, in association with Royal Cinemas at Spot 18 Mall, Rahatani-Pune.**



Citypride Multiplexes, a wholly-owned subsidiary of Chaphalkar Brothers Pune, unveils Citypride Royal Cinemas, a 4-screen property in association with Royal Cinemas promoted by Sunil Advani and Hargobind Tejwani. The multiplex will be launched in the month of December 2015 at Spot 18 Mall, Rahatani-Pune. The Citypride brand is one of the very few family-owned multiplex chains with its roots dating

back to 1939 when the first single-screen cinema of the group was opened.

It is located at the plush Spot 18 Mall in Rahatani, one of the most sought after commercial localities in Pune with excellent connectivity to Pimpri Chinchwad (PCMC) area, which is hailed as one of the most booming infrastructure developments in Maharashtra and Hinjewadi IT city,

the third biggest IT hub in India after Bangalore and Hyderabad. This location advantage will help cater a large catchment area with majority of IT professionals with good spending capacity. The average expectancy of footfalls at this cinema would be around 2000 people per day on weekdays and 4500-5000 people per day on weekends.

Citypride Royal Cinemas will be one of the most luxurious properties in Pune featuring the best in technology and comfort for the audiences. This property will feature 4 screens with a total seating capacity of 817 seats. This will be one of the very few multiplexes in the country and the first property in Citypride chain to feature Laser projection technology for the best viewing experience. The larger screens will also feature the signature Dolby Atmos sound system which will provide an immersive surround sound environment for the audience.

Pen Workers has been the first choice for furniture for Citypride



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Multiplexes for over a decade. For Citypride Royal Cinemas, Pen Workers have customised their chairs to make them 2 inches wider than the traditional push back seats. As a result, it has 23-inch chairs with pushback comfort. Also, they have provided sofa seats and recliners all in black leather, which adds to the premium feel for the audience. The recliner seats are capable of 180 degrees recline which means a person can almost lie down and enjoy the movie. All the seats provided by Pen Workers are of fine quality and meet the international standards of cinema comfort.

Citypride is also coming up with 10 more screens in Pune and Western Maharashtra which will be operational by 2017.

**Citypride Brand - A Dominant Player in Pune & Western Maharashtra**

The Citypride brand was established with the vision of partners Arvind Chaphalkar and Prakash Chaphalkar when the Multiplex chain pioneered

the first multiplex in Maharashtra and only the second in India, which opened in Pune in the year 2001 with the aim to create a complete family entertainment centre. The chain has now grown to 17 properties with a total of 40 screens with a capacity of over 15,000 seats in Pune and Western Maharashtra. Their aim is to cross the 50 screens mark by 2017.



**Fact File**

Cinema Name	Citypride Royal Cinemas
Location	Spot 18 Mall, Rahatni, Pune
Promoter	Royal Cinemas - Sunil Advani, Citypride Multiplexes: Prakash Chaphalkar & Arvind Chaphalkar
Architects	Amit Bhat
Projectors:	NEC 1100
Processors:	Dolby CP850 Atmos
Amplifiers:	Harman Crown DSI 200,4000,6000
Speakers:	Screen Arrays: Harman JBL 4732 Bi Amp 3 way Subwoofers: Harman JBL 4642A, Surround: Harman JBL 8350A
Screen:	Harkness Spectral 240 high gain Silver Screens with 1.8 gain
Seating:	Pen Workers 23 inch Pushback seats and 34 inch Leather Recliners with 180 degrees recline
Lighting (interior):	Hybec LED Lighting, Dimmers Lighting by Darbari
Carpets:	A to Z, Pune
Acoustical materials:	Anutone Acoustics & Armstrong
Concession:	Coca Cola, Gold Medal Popcorn, Nestle

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The Citypride Group now boasts of a diverse portfolio of Entertainment, Renewable Energy, Hospitality and Construction businesses.

As a dominant player in Pune and western Maharashtra, their mission is to differentiate their services by providing the best cinema experience to their patrons at competitive prices and to be recognised as a customer-friendly brand. The screens are equipped with the best in class technology be it 2K and 4K projection, Dolby surround sound and Digital 3D. Along with cutting-edge technology, they also offer a great selection of Food & Beverages, with competitive pricing as the main focus. One of the key focus areas is also to bring multiplex quality cinema experience to smaller towns by upgrading the existing single screen cinemas and converting them to multi-screen properties with the same technical specifications as other big city multiplexes. To meet this goal, Citypride has upgraded 5 of their single-screen properties in two and three tier cities to multiscreen properties along with rebranding them as Citypride to provide an immersive movie watching experience to the audience.

