

6<sup>th</sup> EDITION OF INTERNATIONAL  
TRADE SHOW & CONVENTION

• MULTIPLEX • SINGLE-SCREEN  
• MALL • THEATRICAL DISTRIBUTION

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PRESENTS

# BIG CINEEXPO

 **8-9 AUGUST 2023**

 **CHENNAI TRADE CENTRE  
CHENNAI, INDIA**

 **[www.bigcineexpo.com](http://www.bigcineexpo.com)**

WORLD'S SECOND LARGEST EXPO FOR  
CINEMA EXHIBITION IN TERMS OF **FOOTFALLS\***

In association with  
**THEATRE WORLD**

Organised by  
**NETWORK208**

\*IN COMPARISON WITH CINEMA CON



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presents

# BIG CINE EXPO

8-9  
AUG 2023

CHENNAI  
TRADE  
CENTRE  
  
CHENNAI,  
INDIA

With 22 years of industry experience and understanding the market,

TheatreWorld is back with its 6th Edition of International Trade Show & Convention, **Big Cine Expo 2023**, to take place at Chennai Trade Centre, India on the 8-9 August 2023.

Growing with its grandeur higher each time, the event serves as an International TradeShow & Convention for Multiplexes, Single-Screens and Malls in India, it stands as the **WORLD'S SECOND-LARGEST EXPO** and Asia's most popular corporate gala for cinema exhibition and bringing in the highest number of footfalls every passing year.

Big Cine Expo 2023, is ready to break the records set previously with a two-day event on various interactive and value-added platforms for Theatre Owners, Distributors, Design

Consultants, Equipment Manufacturers, System Integrators, Project

Management Professionals, Industry Stakeholders and the user community of

Single-screens, Multiplexes, Malls and Theatrical distribution in Asia and India.

## POTENTIAL GROWTH IN INDIA

Revenues	2017	2018	2019	2022E
Domestic theatricals	96.3	102.1	115.2	146.4
In-cinema advertising	6.4	7.5	7.7	8.9

INR billion (Gross of taxes) | EY analysis

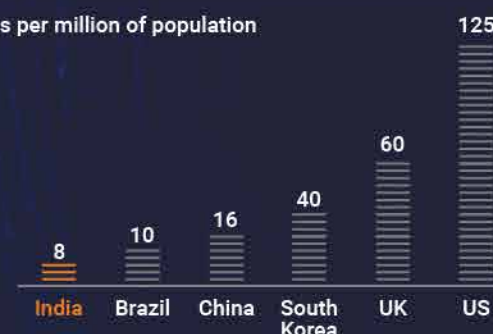
Screen Count ■ India ■ USA ■ China

2016	9,481	41,179	40,604
2017	9,530	50,776	40,246
2018	10,451	55,623	40,837

Screen Count in India region-wise



Screens per million of population



- The Indian Film industry is the second only to Hollywood in size
- India produces the highest number of movies in the world (1776 movies in 2018 and 1833 movies in 2019)
- South India, having the highest number of cinema screens and highest number of movie releases, is the top market for cinema exhibition in India
- With 70% of India's total number of cinemas in South India, it also produces 82% of the total movies in the country
- Despite OTT subscription gaining audience, 2019 considerably still witnessed the best-ever revenues and footfalls in theatres. Despite the restrictions, over 750 films were released during the year, as compared to just 441 releases in 2020\*. Today, Theatrical revenue is bigger than the OTT revenue for the cinema industry
- India has a massive movie industry size with an estimated 10,000+ screens
- As on March 2022, India has 5031 D-Cinema and 4369 E-Cinema screens
- Big Cine Expo is poised to be the only expo of its kind in India dedicated to all aspects of the cinema exhibition

(\*As per EY-FICCI Report)



## Immense Potential for Cinema Exhibition

There are just 7 screens per million people in India, unlike in the US, where there are 125 screens per million people.

## VISITOR PROFILE

- Cinema Theatre Owners
- Theatre Top Management
- Cinema Theatre Contractors
- Theatre Consultants
- Cinema Consultants
- Mall Operators
- Cinema Interior Designers
- Theatre Managers
- Architects
- Concession Suppliers
- F & B Operators
- Theatre Technicians
- AV Installers
- Projectionists
- Sound Specialists
- Lighting Specialists
- Acoustical Consultants
- Top Studio Operators
- Cinema Distributors

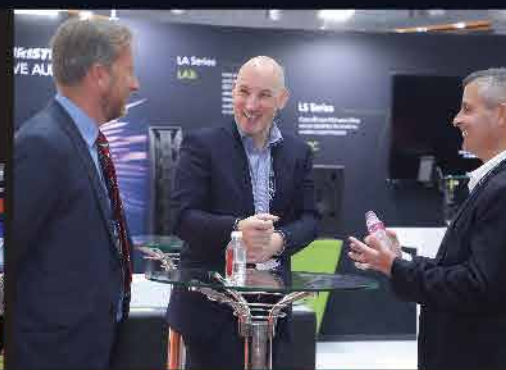
## EXHIBITOR PROFILE

- Screens
- 3D System
- 3D Glasses
- 4D System
- Digital Cinema
- E-Cinema
- Projectors
- Speakers
- Security System
- Amplifiers
- Processors
- Servers
- Seating
- Lighting
- Signages
- TMS
- Acoustics
- Carpets
- Concession
- In-Theatre Dining
- Box-office
- Lamps
- Architecture
- Amusement
- Gaming
- Immersive Seating
- Ticketing
- Kiosks
- Mobile Payment
- Cables
- Popcorn
- Merchandise
- HVAC
- Real Estate
- Cinema Interiors
- Franchising
- Cinema Automation





## TRADESHOW



## SEMINAR & PANEL DISCUSSIONS



## PRODUCT LAUNCHES



## CINEMA TOURS



## FOOD FESTIVALS



## HAPPY HOURS



## STUDIO PRESENTATIONS





# WORLD'S SECOND LARGEST EXPO FOR CINEMA EXHIBITION



**No.1**

Expo in Asia for  
Cinema  
Exhibition  
community



**90%**

Delegates are  
decision makers  
and direct buyers



**4,800**

Unique footfalls  
for 2-days



**XXL**

Bigger show  
than the  
previous years



**100%**

Cinema Exhibition  
Industry focus



**6,600**

Total footfalls  
for 2-days  
(4,100+2,500)





## OUR PARTNERS



**BOOK YOUR SPONSORSHIP  
& BOOTH SPACE SOON TO  
GET BETTER VISIBILITY!**

### BIG CINE EXPO

11/1, 7th Main, 16th Cross,  
Indiranagar II Stage,  
Bengaluru 560 038, India  
Tel: +91 80 2529 0208

For Sponsorship & Booth Reservation, Contact:

**ASHA**  
+91 9902 208 208  
asha@network208.com

**HIMANSHU**  
+91 9148 208 208  
himanshu@network208.com

**RAGHAV**  
+91 9980 208 208  
raghav@network208.com

Official Media

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