



14th February, 2022

To, BSE Limited, Department of Corporate Services, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400001 Scrip Code: 532807	To, The National Stock Exchange of India Listing Department, Exchange Plaza, C- 1, Block G, Bandra Kurla Complex, Bandra (East), Mumbai– 400051 Scrip Code: CINE LINE
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Subject: Investor Release

Dear Sir / Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 enclosed herewith is a copy of the Investor Release dated 14th February, 2022 titled “**Cineline India launches new brand for Film Exhibition Business**”.

The contents of the Investor Release give full details.

Kindly take the above information on your records and oblige.

Thanking you,

Yours faithfully
For, Cineline India Limited

Rasesh Kanakia
Chairman
DIN:00015857

CINELINE

CINELINE INDIA LIMITED

Cineline India launches new brand for Film Exhibition Business

- Monetize various non-core assets for growth of cinema exhibition business and reduce debt

Mumbai, 14th February 2022

Company launches a new brand “MovieMax” and logo for cinema exhibition operations of the Company



The Company is looking to hive off our Non-Core Business: to become an asset-light Company. The Company plans to monetize the Hotel Asset in Goa, Eternity Mall in Nagpur and Commercial Properties in Kanakia Boomerang owned by the wholly-owned subsidiary of the Company for growth of cinema exhibition business and reduce debt.

Also, the Board has appointed Mr. Ashish Kanakia as Chief Executive Officer (CEO) of the Company.

Our Current Footprint is as follows:

<p>Total No. of Screens</p> <p>75</p>	<p>Total No. of Seats</p> <p>16,500+</p>	<p>Cities Present</p> <p>14</p>
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Commenting on the same, Mr. Rasesh Kanakia, Chairman, said

“We are delighted to announce the launch of a new brand ‘MovieMax’ for cinema exhibition operations of the Company. We have already tied up with 75 screens PAN India with over 16,500 seats. We see a clear opportunity and space for an organized PAN India player who can provide a quality experience to consumers with the capability to win developers confidence. Over the next few months, we will continue to acquire additional screens PAN India and create a strong consumer-oriented brand in this segment.

The Company is also planning to hive off our Non-Core Business and become an asset-light Company. The Company intends to monetize various assets owned by the wholly-owned subsidiary of the Company for growth of cinema exhibition business and reduce debt. We expect ~Rs. 350 to Rs. 450 crores through monetization of these assets.”

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Safe Harbor

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

For more information, please contact

Company:
Cineline India Limited

Investor Relations (IR) & Public Relations (PR) Advisors:
Strategic Growth Advisors Pvt. Ltd.

CINELINE

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