

ITM Faculty Publications 2007-08
(Papers published in Journals and Conferences)

24.Title	Multiplexes In India
Conference	Asia marketing Conference ,Somaiya Institute of Management
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Abstract	Since its arrival in India, the cinemas have always been a popular past time. In the recent past, we have been seeing a proliferation of multiplexes across the country to cater to this nation of movie lovers. Mumbai alone has 17 multiplexes with more planned. Each of these multiplexes have an average investment of 6to 10 crores pumped in. They offer the ultimate movie going experience with soaring atrium, marble floors, glittering chandeliers, plush carpets, luxurious rest rooms and soft reclining chairs. But multiplexes are facing shortage of customers. Many Multiplexes across the country are playing to half empty theaters especially on weekdays. Are things going wrong? Will this impact their profitability? This study in Navi Mumbai/ Mumbai explored the acceptance of multiplexes among the youth in the city and the reasons for the lack of expected popularity of Multiplexes. Attempt has also been made to understand customer expectations from the movie going experience. After studying the business model of multiplexes in general, suggestions have also been put forth regarding possible options for attracting more movie goers and improving revenue.