



PRATHIMA
MULTIPLEX
PRIVATE LIMITED.

**ACTION
ROLLING!**



PRATHIMA
MULTIPLEX



A Prathima Enterprise



India wants more. And the India we know also wants more.

Two Indian's as commonly understood - one in the cities with all its malls, multiplexes, eateries and entertainment venues. The other India, not in the cities, but has similar aspirations? Both the India's are fast growing with a similar set of expectations, lifestyle changes and entertainment habits. Therein lies our insight and the genesis of the Prathima Group's foray into entertainment complexes. As a corporate entity we believe these dynamics are fast overtaking India:

- Non urban India has aspirations akin to urban India. • Going out, eating out is fast catching up
- With spending of money on outings and leisure, there is a demand for better and higher standards of ambience, quality of environment and aesthetics. • Entertainment with the multiplex wave is changing the way India is seeing movies
- Digitization of the movie signal is changing the paradigms of film distribution.

This has led us to the creation of the now popular entertainment hub in Karimnagar, called Prathima Multiplex.

Ideal Location

Karimnagar is a happening town. Business, agriculture and a traditionally business population. A hub for Telangana it is a virtual junction for entrepreneurs, farmers, educational institutions and more. A vibrant town it has footfalls from adjoining towns and districts on a daily basis. All pointers which told us, that if ever we set up a Multiplex, Karimnagar is the place.





Our Multiplex

No different from a city. World class technology, sophisticated ambience and a premium viewing experience in 2 screens. Add to this a well planned food zone and a gaming zone. What you have is an integrated *'Film, Food & Fun'* complex. In other words the Prathima Multiplex.

For many who have come here, it has not just been few hours at the movies. It is about a day at the Prathima Multiplex. The food tasty, the games involving. So what is has evolved into is a family point, a friendship conclave, a movie outing and a 'Prathima experience'!

Some interesting facets

- Some of the biggest hits have played on our screens.
- New film releases coinciding with other multiplexes across the country.
- Two screens with digital screening and surround sound.
- 25 electronic games for 3 to 18 years.
- A food court catering to a variety of tastes
- Completely computerized ticketing for immediate traffic and volume management.

Insight the Prathima way

Prathima Multiplex is a chapter and an experience novel to Karimnagar. Or for that matter to a town of this size and socio-cultural setting. We believe this Prathima concept to create an enviable entertainment zone can be replicated town after town. In fact a business model whose ways and means the Prathima Group has understood comprehensively.





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