

# For cinema, this was a big-deal year

From spectacle films to large media deals, scale, both on and off screen, remained the central theme in the evolving entertainment landscape

VANITA KOHLI-KHANDEKAR  
Pune, 30 December

AS Rajamouli's *RRR*, the story of two mythical freedom fighters, has as much masala as any eighties film. Rajamouli's imagination and some beautifully stylised visual effects raise it to high art. At an estimated ₹1,200 crore in global box-office revenues, *RRR* is one of the highest grossing films after Aamir Khan's *Dangal* (2016).

Ayan Mukerji's *Brahmastra* is a gripping fight between good and evil with weapons powered by fire, water, wind, monkeys and bulls, among others. This ode to *Harry Potter*, *The Lord of the Rings* and Indian mythology is brought alive with stunning visual effects by Prime Focus. It grossed over ₹430 crore at the box-office globally.

*RRR* and *Brahmastra*, the biggest hits of 2022, are big-budget, large-



scale, spectacle films.

Scale then remained clearly the first of the two main themes of 2022 for India's ₹161,400-crore media and entertainment business.

The year saw some large media deals going through. At the end of March 2022, India's largest multiplex chain PVR merged with rival Inox Leisure to create a 1,500-screen film exhibition company. In April, Bodhi Tree Systems, a platform of James Murdoch's Lupa Systems and former Star CEO Uday Shankar, picked up a 40 per cent stake in Viacom18 for ₹13,500



## SHARED SCREEN

|                    | PVR Cinemas |         |            | Inox Leisure |         |            |
|--------------------|-------------|---------|------------|--------------|---------|------------|
|                    | FY 2019     | FY 2020 | Q1 FY 2023 | FY 2019      | FY 2020 | Q1 FY 2023 |
| Footfall (million) | 99          | 102     | 43         | 62.5         | 66      | 18.4       |
| Revenue (₹ crore)  | 3,119       | 3,452   | 1,000      | 1,692        | 1,915   | 589        |

Data - Annual reports and companies; Source: Business Standard

## SCALE COMES TO INDIAN MEDIA AND ENTERTAINMENT - THEN AND NOW

| FY 2012 (₹ crore) | FY 2022 (₹ crore) |
|-------------------|-------------------|
| The Times Group   | 5,500             |
| Zee Group         | 5,648             |
| Star India        | 4,669             |
| Bharti Airtel     | 3,714             |
| Sony              | 3,000             |
| HT Media          | 2,078             |
| Network 18        | 2,077             |
| Sun Network       | 1,848             |
| Tata-Sky          | 1,590             |
| DB Corporation    | 1,475             |
| Google India      | 25,000            |
| Meta              | 16,189            |
| Sony-Zee          | 15,056            |
| Disney-Star       | 14,350*           |
| Times Group       | 8,000**           |
| Jio Infocomm      | 7,000**           |
| Tata Sky          | 4,741             |
| Airtel TV         | 4,000             |
| Sun Network       | 3,504             |
| DB Corp           | 1,788             |

Note - \*) \*FY 2021 \*\*estimated 2) Jio Infocomm includes Viacom18, Jio Saavn and Jio Cinema; Source: Annual reports, Registrar of Companies, Media Partners Asia and industry estimates; Data courtesy - The Indian Media Business (Edition 5)

crore. The biggest merger of all, one that would create India's third-largest media company with Sony and Zee, is still in the making. It was announced towards the end of 2021.

Mukerji took ten years to put together the money, technology and story for

*Brahmastra*, India's first fantasy fiction trilogy. Much like him, the Sony-Zee merger, too, will test the mettle of Punit Goenka, currently the managing director of Zee. By April 2023, all regulatory clearances should be through. Goenka, the head of the acquiree firm, the son of its founder

Subhash Chandra and now a minority shareholder, will be leading this ₹15,056-crore venture. Which managers will go, what brands will be sacrificed and how many people will lose their jobs are some of the tough decisions he has to take in the coming months.

This pain, however, is inevitable for survival. The combination of the internet, streaming devices and technology has changed the media and entertainment world, irrevocably. Media is no longer about three or five hours of leisure. The ubiquity of the internet means it envelopes every part of our lives — at work, with friends, for entertainment, news and even while exercising. And there are different brands seeking our attention as consumers in each of these aspects. Apple (1.8 billion users; \$366 billion revenue), Alphabet (parent of Google and YouTube; 4.3 billion users, \$258 billion revenue), Meta (Facebook, WhatsApp and Instagram, 2 billion users, \$118 billion revenue) and Amazon (\$470 billion revenue) are the companies that we spend a lot of our time with. These are the new competitors for Disney or Sony or Comcast, globally.

To take them on, scale is critical. For all its gargantuan consumer numbers, the Indian media business is terribly under-monetised. The consolidation and, therefore, scale this round brings should, hopefully, lead to a healthier, more profitable business.

The scale and spectacle of *RRR* and *Brahmastra* and the stories that *KGf2*, *Gangubai Kathiawadi* or *Drishyam 2* tell have revived theatres. This return of audiences to the theatres is the second most important theme.

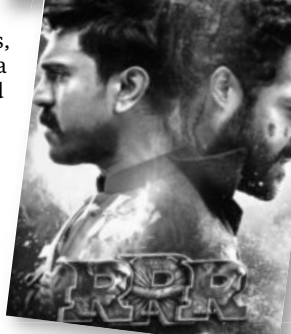
Theatres are the lifeblood of the media and entertainment business, bringing in over 60 per cent of the total revenues for cinema. They de-risk the business for TV, OTT and all the other formats on which people watch video.

When theatres were not functioning during the pandemic, the film business collapsed from ₹19,100 crore in 2019 to ₹7,200 crore in 2020. It was clear then that an OTT release can never bridge the revenue gap that the collapse of theatres brings. Just an OTT release would never have helped *RRR* recover its estimated ₹550 crore budget, let alone make money.

But 2022-23 has brought good news. Most theatre chains like Inox, Carnival, PVR and Cinepolis made a third of their annual revenue in a normal year in the first quarter itself. This brings back working capital and the ability to invest more in storytelling.

Not just on the business side, on the content side, too, cinema is a critical link in the media and entertainment ecosystem. About a fourth of all TV viewing, one-third of OTT and 70 per cent of music is from films. The people who make films are the same ones who make OTT and TV shows. It is, therefore, the origin of all value in the entertainment ecosystem.

With scale and content in full play, here is to a happy 2023.



# In 2022, India learnt to live with Covid as the virus eased its grip

The health sector returned to the old normal; the advice for 2023 is 'watchfulness and appropriate response'

SOHINI DAS  
Mumbai, 30 December

India scored high in tackling the spread of the Covid-19 virus amongst its population in 2022, but experts caution that it's not the time to let one's guard down. "Watchfulness and appropriate response" would hold the key to 2023, they say. That's because while India seems to be managing the Covid-19 situation well, several countries across the world, including China, Japan and South Korea, are struggling against a massive surge in fresh cases, with increased hospitalisations and deaths.

The year began with a roaring third wave of infections as the highly transmissible Omicron variant replaced the Delta strain. From a peak of close to 350,000 daily fresh cases in the third week of January, the count has dropped to around 150-200 now. In comparison, a million deaths are estimated in China alone.

Taking a proactive approach, the government ran a mock drill across Covid-19 facilities on December 27 to assess preparedness. It has also mandated random testing of 2 per cent international arrivals. Mandatory pre-departure RT-PCR tests for people arriving in India from China, Hong Kong, Japan, South Korea, Singapore and Thailand will also begin from January 1, 2023.

That's the latest situation, after months of the return to the 'old normal' — the high point of 2022. Experts say that as long as Omicron and its sub-variants are in circulation, there's not much to worry about. As senior virologist Jacob John puts it: "We are keeping a watch, and it's necessary to do so. Omicron and its sub-variants are the dominant strains globally. It is not causing severe hypoxia."

He agrees that India let the virus run free among its population, and thus most of its citizens now have hybrid immunity from the virus and the infection.

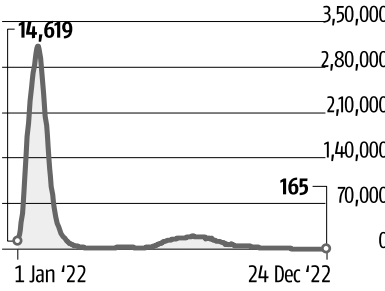
India hit the two-billion vaccine dose milestone in July and has given at least one dose of the Covid-19 vaccine to practically its entire eligible population. However, the country lags in booster dose coverage. Till the end of November, India had covered around 27 per cent of its eligible population as against the world average of 33 per cent. The US and EU have over 45 per cent coverage for booster doses.

Gagandeep Kang, microbiologist and professor at Christian Medical College, Vellore, says, "We got lucky with Omicron being a relatively mild disease and in having had our population well vaccinated by the start of 2022." She adds that India pushed vaccination to high levels right. "What India got wrong was keeping schools closed for far too long," she says.

"Watchfulness and appropriate response" is key, in India and elsewhere, Kang adds. There was, however, a flip side of the entire public health infrastructure going on an overdrive to tame the pandemic; the focus shifted from other infectious diseases. The measles outbreak in different parts of

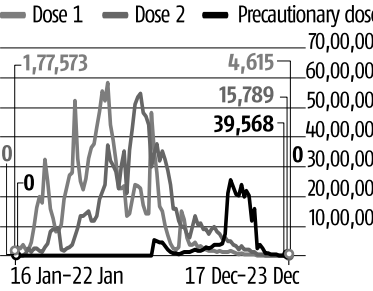


## CASES HAVE REMAINED LOW (Daily cases, seven day rolling average)



Source: Our World in Data

## VACCINE COVERAGE WENT UP (Average daily vaccination Nos for week)



Source: CoWin Dashboard

the country is an indication of missed routine vaccine doses during the pandemic.

Thus, experts feel that it is time to consolidate our surveillance systems, but at the same time also work on a pandemic policy for the future.

Anish T S, associate professor of community medicine at Government Medical College, Manjeri in Kerala, says, "The next pandemic could be in 25 or 30 years — no one knows. It could even be a bacterial pandemic, and that could be more difficult to handle, as we cannot make vaccines easily for bacteria and many antibiotics don't work against drug-resistant bacteria."

### 'Old normal' at hospitals

Year 2022 has also been one of many firsts for the Indian pharma industry. Among others, the country got its first and the world's second intranasal vaccine from Bharat Biotech; a temperature-stable, indigenously developed mRNA vaccine from Gennova Biopharmaceuticals; it kickstarted projects to develop pan-coronavirus vaccines; and indigenously developed the first HPV vaccine from Serum Institute of India.

Vaccine makers, who emerged heroes of 2021, have now largely moved away from Covid-19 vaccines. As the CEO of a leading vaccine firm put it, "Covid-19 vaccines are no longer a 'hot' opportunity unless the virus mutates into a form that again causes serious disease." He adds that even exports are not a great opportunity anymore. "Africa has started believing that it has developed infection-led immunity, and these nations are not keen to receive mil-

lions of doses anymore," he said, requesting not to be named.

Drug firms, too, have adjusted their strategies accordingly — refocusing on chronic ailments, and chasing the off-patent opportunities in cardiac and diabetic therapies. Most of them had to write off their Covid-19 drug inventories by the beginning of the first quarter of 2022-23.


Also, most of the excess capacity created to cater to Covid requirements by local medical device players is either lying idle or is now being re-deployed. The same is true of the excess oxygen capacity created — India had ramped up its liquid medical oxygen and pressure swing adsorption (PSA) plants by almost 20-fold during 2020 and 2021. Right before the Omicron wave, India had an overall oxygen capacity of 20,000 tonnes per day — the country now uses only 1,200-1,300 tonnes per day.

At hospitals, meanwhile, pent-up demand for elective surgeries is back and so are overseas medical tourists.

"In retrospect, 2022 was a mixed bag for the hospital sector," says Dilip Jose, MD and CEO of Manipal Hospitals. "The year began with us being in the grip of the Omicron spike. However, once the third wave eased, there was a rapid bounceback, especially from April-May onwards that saw many such postponed instances accessing care."


International patients, too, started returning to the country, and now as we stand at the end of 2022, the number of such patients is at pre-Covid levels or even higher, Jose says.

For India and its healthcare sector, it has clearly been a year of returning to the 'old normal' — with an eye on global developments.

**FACT**  
PIONEERS IN PROGRESS

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**TRANSPORTATION OF ROCK PHOSPHATE/SULPHUR FROM Q-10 BERTH/INSTALLATION W.ISLAND TO FACT COCHIN DIVISION, AMBALAMEDU BY ROAD**  
Enquiry No. MM/180/E26531 dtd. 30.12.2022  
FACT invites Online Bids (TWO PART) for undertaking the work of Transportation of Rock Phosphate/Sulphur from Q-10 Berth/Installation, W.Island to FACT Cochin Division, Ambalamedu by Road using tippers for a period of one year, through https://eprocure.gov.in.  
Any change / Extensions to this tender will be informed only through our website / CPP e-procurement portal and will not be published in newspapers.  
Due date/ time for submission of bids is **14.01.2023 / 3.00 P.M.**  
Hindi Version is published in our website www.fact.co.in.  
Date: 30.12.2022 Sr. Manager (Materials)T&S-c

**Piramal**

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**NOTICE**  
**(for attention of Equity Shareholders of the Company)**  
**Transfer of equity shares of Piramal Enterprises Limited ('the Company') to Investor Education and Protection Fund (IIEPF) Authority**  
This Notice is published pursuant to the provisions of Section 124(6) of the Companies Act, 2013 ('Act') read with the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 as amended from time to time ('the Rules').  
**The Rules, inter alia, provide that shares in respect of which dividend has not been paid or claimed for seven consecutive years or more, are to be transferred to the Demat account of the IIEPF Authority.**  
The complete details of the concerned shareholders whose dividends starting from FY 2015-16 and that are unclaimed/unpaid for seven consecutive years or more and whose shares are due for transfer to IIEPF have been made available on the website of the Company https://www.piramal.com/investor/piramal-enterprises-limited/shareholder-information/unclaimed-dividend/. The Shareholders are requested to verify details of uncashed dividends and the shares that are due for transfer to the IIEPF Authority.  
The Company has communicated individually to the concerned shareholders at their registered address whose shares are now due to be transferred in the month of April 2023 to the IIEPF Authority and the shareholders whose email IDs are registered with the Company/RTA records, have been sent individual notice over email in respect of above. Further, we would request the shareholders, who have not registered their email IDs, to kindly register the same with the Company/RTA by mailing their folio details along with ID/address proof to piramal.irc@linkintime.co.in.  
In case Company does not receive any valid claim from the concerned shareholders by 8<sup>th</sup> April, 2023, the Company shall with a view to comply with the requirements set out in the Rules, initiate necessary steps to transfer the shares held by the concerned shareholders to the Demat account of the IIEPF Authority by the due date as per the procedure stipulated in the Rules and without further notice in the following manner:  
In case of shareholders holding the shares in:  
• **Physical Form** - The Company would be issuing new share certificate(s) in lieu of original share certificate(s) held by them for the purpose of dematerialization and transfer of shares to the Demat account of the IIEPF Authority and upon such issue, the original share certificate(s) which are registered in the name of original shareholders will stand automatically cancelled and be deemed non-negotiable.  
• **Dematerialized Form** - The Company shall inform the depository by way of corporate action for transfer of shares lying in their Demat account in favour of the Demat account of the IIEPF Authority.  
The shareholders may further note that the details as made available by the Company on its website should be regarded as and shall be deemed to be adequate notice in respect of issue of new share certificate(s) by the Company for the purpose of transfer of shares to IIEPF Authority pursuant to the said Rules. Please note that no claim shall lie against the Company in respect of unclaimed dividend amount and shares transferred to IIEPF Authority pursuant to the Rules.  
Shareholders may also note that both the unclaimed dividend and corresponding shares transferred to IIEPF Authority including all benefits accruing on such shares, if any, can be claimed back by them from IIEPF Authority by submitting the online application in Form IEPF- 5 available on the website www.iepf.gov.in.  
For any queries/information/clarification on the above matter, shareholders are requested to contact the Company's Registrar and Share Transfer Agent, M/s. Link Intime India Pvt. Ltd., Unit: Piramal Enterprises Limited, C-101, 247 Park, L B S Marg, Vikhroli (West), Mumbai - 400083 Tel No.: (022) 4918 6000/4918 6270, e-mail: [rtnt.helpdesk@linkintime.co.in](mailto:rtnt.helpdesk@linkintime.co.in)  
**For Piramal Enterprises Limited**  
**Sd/-**  
**Bipin Singh**  
**Company Secretary**  
Mumbai  
30<sup>th</sup> December, 2022

**MCL**  
(A Subsidiary of Coal India Limited)

**MAHANADI COALFIELDS LIMITED**  
JAGRUTI VIHAR, BURLA-756020, DIST-SAMBALPUR, ODISHA  
Ph.(EPABX):0663-2542461 to 469, Website:www.mahanadicoal.in

**NOTICE**  
All the tenders issued by CIL and its Subsidiaries for procurement of Goods, Works and Services are available on website of Coal India Ltd [www.coalindia.in](http://www.coalindia.in), respective subsidiary Company, ([MCL, www.mahanadicoal.in](http://www.mahanadicoal.in)), CIL e-procurement portal <https://coalindiatenders.nic.in> and Central Public Procurement Portal <https://eprocure.gov.in>. In addition, procurement is also done through GeM portal <https://gem.gov.in>  
**R-5135**


**PUBLIC NOTICE**  
This is to notify to all our valued chain of trade Stockist/Wholesalers/Retailers and Consumer public at large that Central Govt. of India (Ministry of Chemicals and Fertilizers, Depts. of Pharmaceuticals) vide NPPA notification Ref. S.O No 5938 (E) & 5939 (E) dated 19<sup>th</sup> Dec 2022 has reduced Ceiling Price of the Schedule products. We, FDC Limited, have given the effect of reduction of Ceiling Price by way of reducing MRPs (Maximum Retail Prices) in respect of the following Products with immediate effect.

| Sr. No | Name of Products           | Pack size | Reduced MRP (Rs) | Reduced PTR (Rs) |
|--------|----------------------------|-----------|------------------|------------------|
| 1      | 99F 650 TABLET (15 Tabs)   | 15 tab    | 29.90            | 21.36            |
| 2      | FLUNARIN 10 MG (10 Tabs)   | 10 tab    | 48.15            | 34.39            |
| 3      | FLUNARIN 5 MG (10 Tabs)    | 10 tab    | 24.75            | 17.68            |
| 4      | TURBO 600 TABLET (10 Tabs) | 10 tab    | 356.25           | 254.46           |
| 5      | ZEFU DRY SYRUP (30ml)      | 30 ML     | 158.25           | 113.03           |
| 6      | ZIFI 400 MG (10Tabs)       | 10 tab    | 220.75           | 157.67           |
| 7      | ZOCON 400 MG (1 Tab)       | 1 tab     | 29.70            | 21.21            |

In accordance with Para 24(4) of DPCO, 2013, all Dealers and retailers are required to display price list on a prominent part of their premises so as to be easily accessible to any person wishing to consult the same.  
Date: - 30.12.2022 For FDC Limited SD /-  
Place: Mumbai Shivaji Nalawade

**AI Engineering Services Ltd.**  
(A wholly owned subsidiary of AI Assets Holding Ltd.)

**NOTICE INVITING TENDER (NIT)**  
AI Engineering Services Ltd. (AIESL), New Delhi, the largest MRO approved by DGCA, invites tenders for the following:  
**"Hiring of Service Provider for INSTALLATION/ MAINTENANCE OF ALL HARDWARE AND SOFTWARE ALONG-WITH IT HELP DESK SERVICES at AIESL locations".**  
Complete details of the tender (**Tender No. AIESL/ Corporate Office New Delhi/17/220658**) can be downloaded by the interested bidders from the AIESL's website [www.aiesl.in](http://www.aiesl.in) or portal GeM <https://gem.gov.in>.  
The Last date of receipt of bids and opening of Bids is **12th Jan, 2023 at 2.00 P.M**

**AI Engineering Services Ltd.**  
(A wholly owned subsidiary of AI Assets Holding Ltd.)

**NOTICE INVITING TENDER (NIT)**  
AI Engineering Services Ltd. (AIESL), New Delhi, the largest MRO approved by DGCA, invites tenders for the following:  
**"Hiring of System Integrator for Implementation of Ramco Version 5.9 on Private Cloud (SaaS) along-with old data migration from existing Ramco landscape on Turnkey basis at AIESL locations"**  
Complete details of the tender (**Tender No. AIESL/ Corporate Office New Delhi/17/220659**) can be downloaded by the interested bidders from the AIESL's website [www.aiesl.in](http://www.aiesl.in) or portal GeM <https://gem.gov.in>.  
The Last date of receipt of bids and opening of Bids is **13.01.2023, Friday at 12.00 PM**



