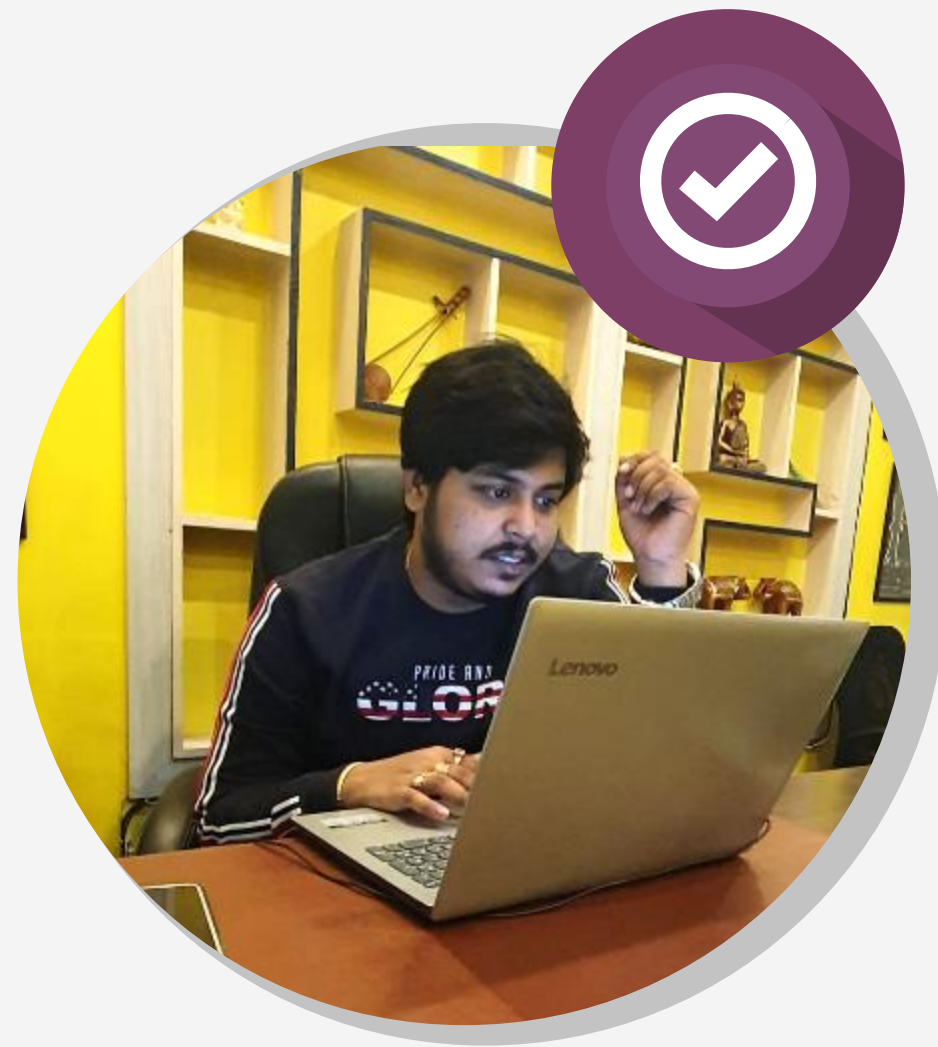


# “Creating A Home For Entertainment”



# Our team

we do not have IIT and IIM background , we are a batch of government school and collages only thing we have is "Passion".



**Dibyendu Chowdhury**  
Founder & CEO



**Anand Sharma**  
Co-Founder & COO



**Monalisa Bose**  
Co- Founder & CCO



**Rohit Rane**  
Acquisition Partner

# Product overview

Digital technology is everywhere you go.

## **DIGIPLEX** which stands for **'Digital Multiplex**

Digiplex is a subscription-driven video-streaming platform (SVOD) which allows Customers to stream movies and web episodes & Music over the Internet and we also offer Freemium contents which anyone can enjoy without paying any subscription on AVOD basis.



# What is the problem?



Lack of quality content , poor user interface & intrusive bumper ads.



Price is an important concern for consumer while going for an SVOD platform.

# Our solutions



Engaging High Quality video content what viewers want at a lower cost.



Premium User Interface & Adaptive Bitrate Streaming Provide faster and smoother experience.



Advertising content of our platform will be non-intrusive and allows viewers to skip it.



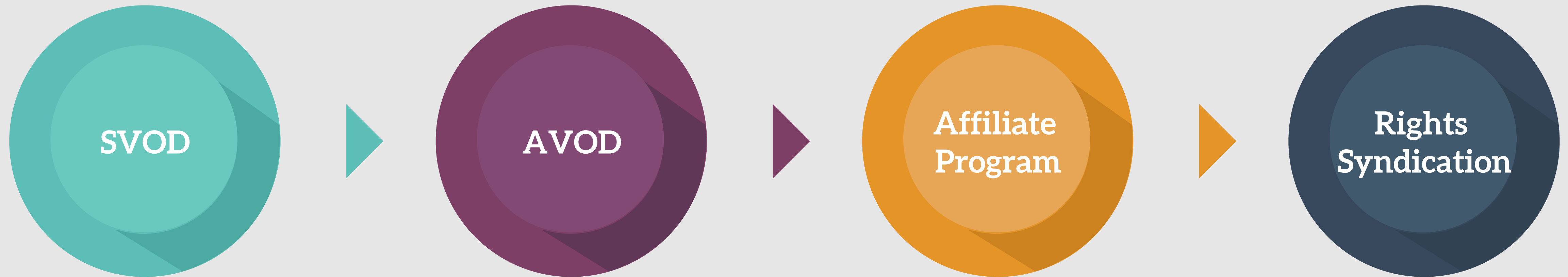
We will use true in film advertisement as per content demand which users will enjoy.

## Conclusion

Quality content & pricing are two aspects which a customer wants in a SVOD platform. Quality content = High Price, Less Subscription Fees = Poor content , One can not find both in the same platform.



# Business model



Allows users to access an entire library of videos for a recurring fee (monthly, half-yearly & yearly subscriptions) Once the user has paid for access to the service, they can watch as many videos as they want on any device with internet access.

Refers to ad-based video on demand that is free to its consumers. We will use this for freemium contents to engage our user & this ad revenue is used to offset production and hosting costs.

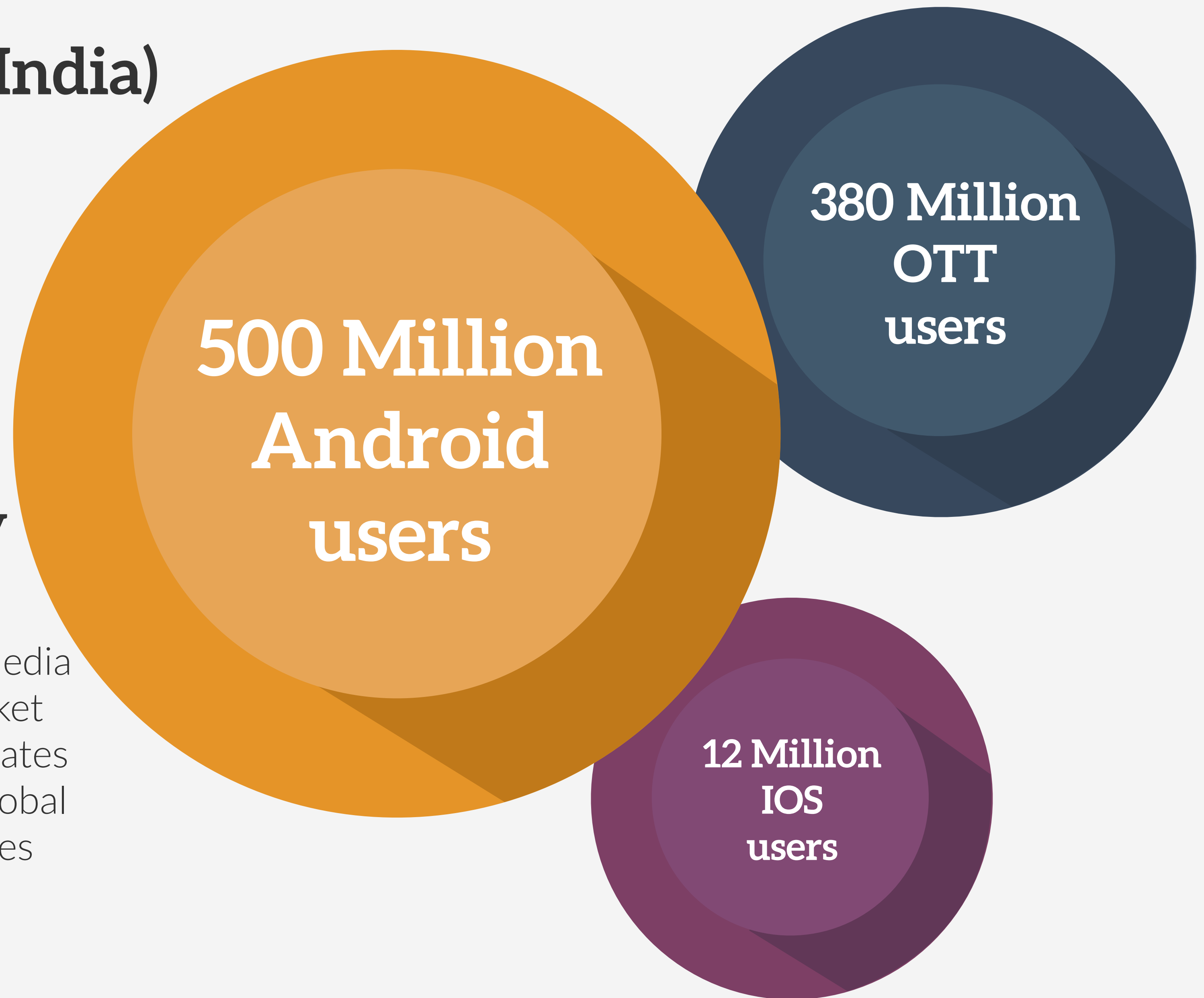
increase engagement with Referral program and convert engagement on Affiliate programs to earn extra penny from co branding and affiliate marketing.

syndication is leasing the Non-exclusive right to broadcast our time-worn programs on multiple telco OTT stations and others, Viral Shows can be syndicated internationally too.

# The market (In India)

## The billion-dollar opportunity the Indian OTT industry.

PWC's latest Global Entertainment & Media Outlook states that the Indian OTT market is growing at a CAGR of 22.6%. It also states India will move into the top 10 largest global OTT video markets in 2022 with revenues to the tune of Rs 5,595 crore.



# Competitors analysis

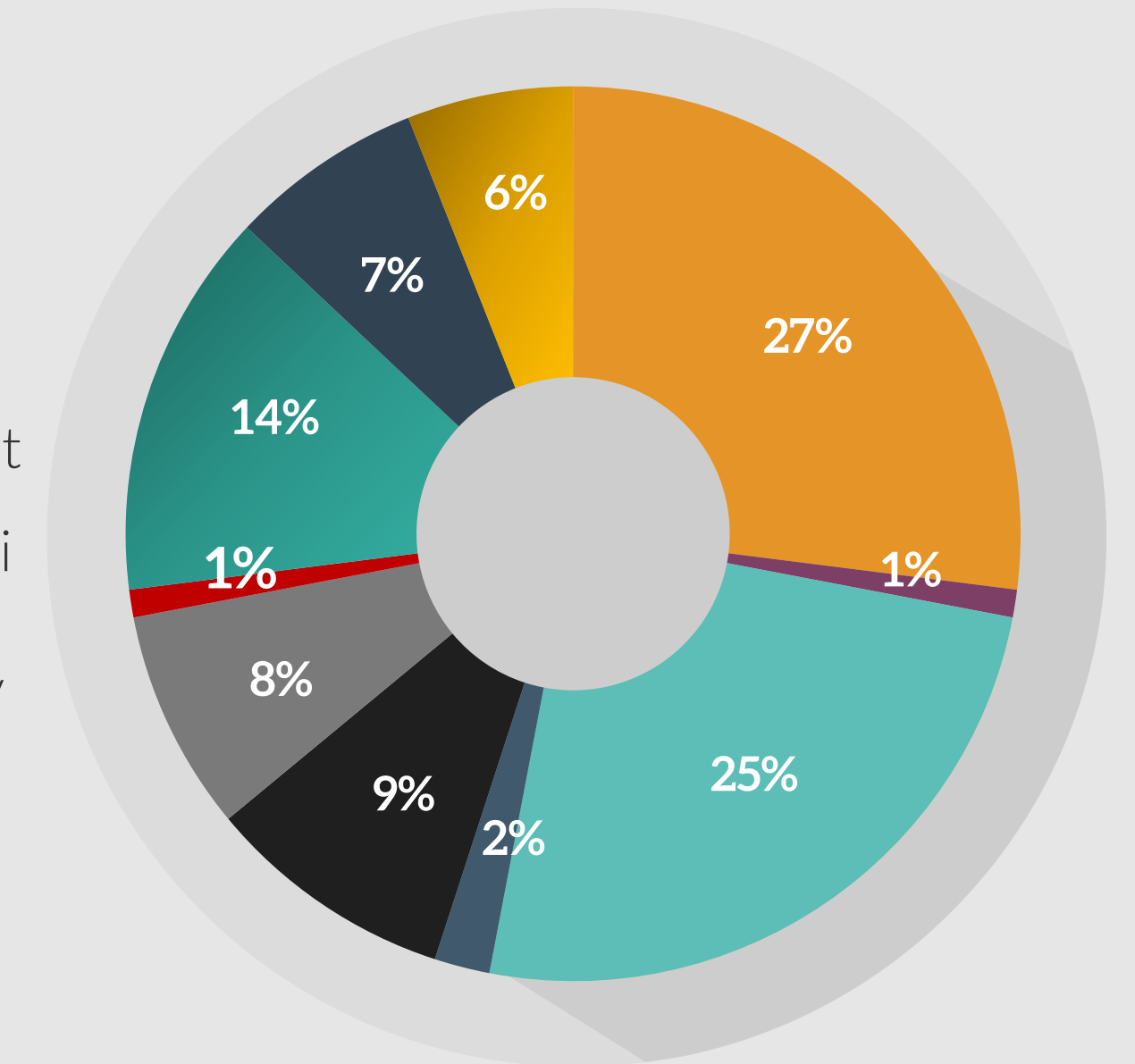
## Direct



## Indirect



# Competitors market share

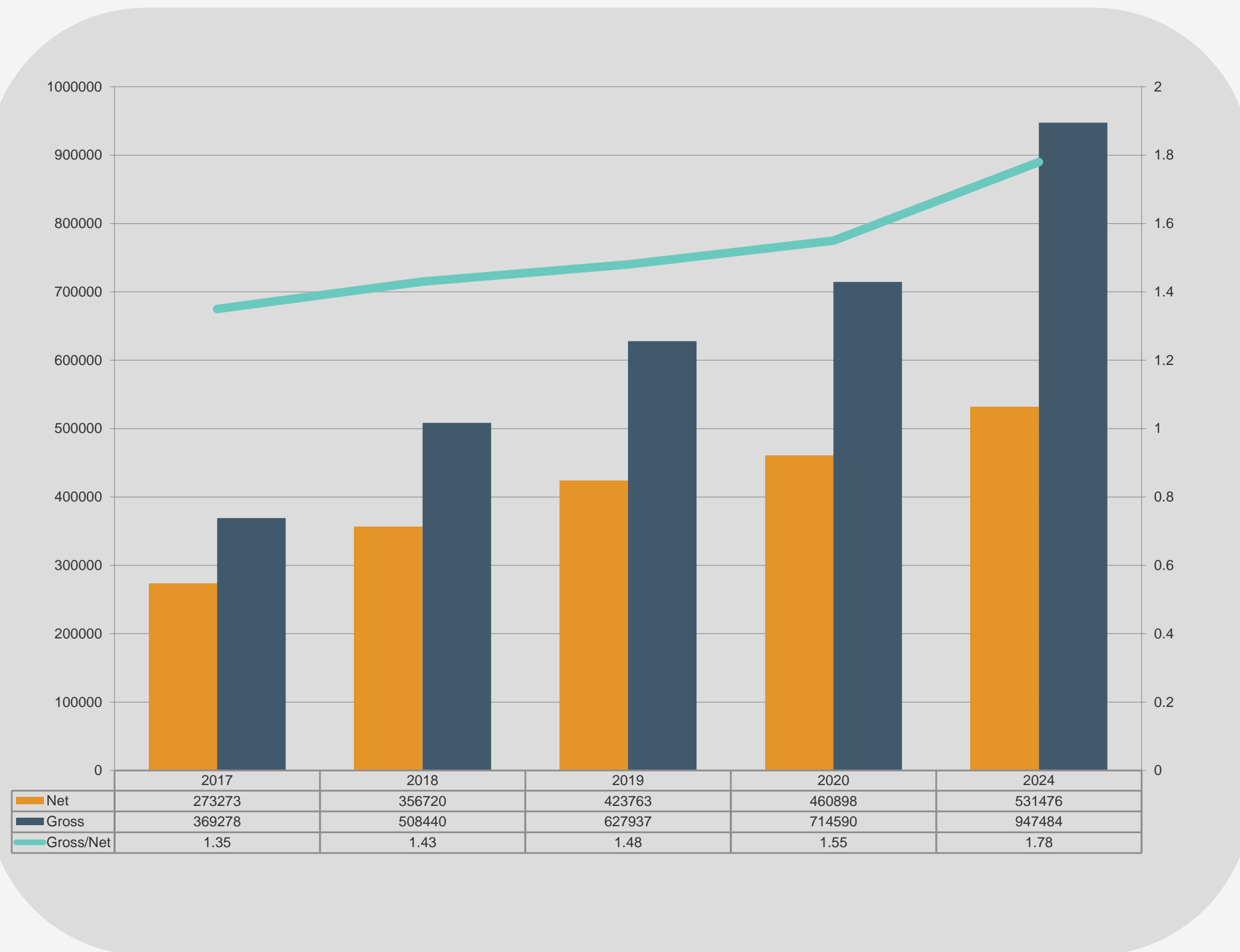


| Platforms       | MAU         | Library Size    | Content Language |
|-----------------|-------------|-----------------|------------------|
| Mx Player       | 32 crores   | 1.5 lakh hours  | 12               |
| Disney+ Hotstar | 30 crores   | 1 lakh hours    | 8                |
| Zee5            | 7.64 crores | 1.25 lakh hours | 12               |
| Prime Video     | 1.34 crores | 50,000 hours    | 10               |
| Voot            | 10 crores   | 60,000 hours    | 7                |
| Netflix         | 1.58 crores | 60,000 hours    | 10               |
| Jio Cinema      | 10.4 crores | 60,000 hours    | 15               |
| Eros Now        | 1.66 crores | 5,000 hours     | 10               |
| Alt Balaji      | 2.7 crores  | 10,000 hours    | 3                |
| Sony Liv        | 6.5 crores  | 50,000 hours    | 4                |

# User growth

## Gross SVOD subscriptions and net SVOD subscribers

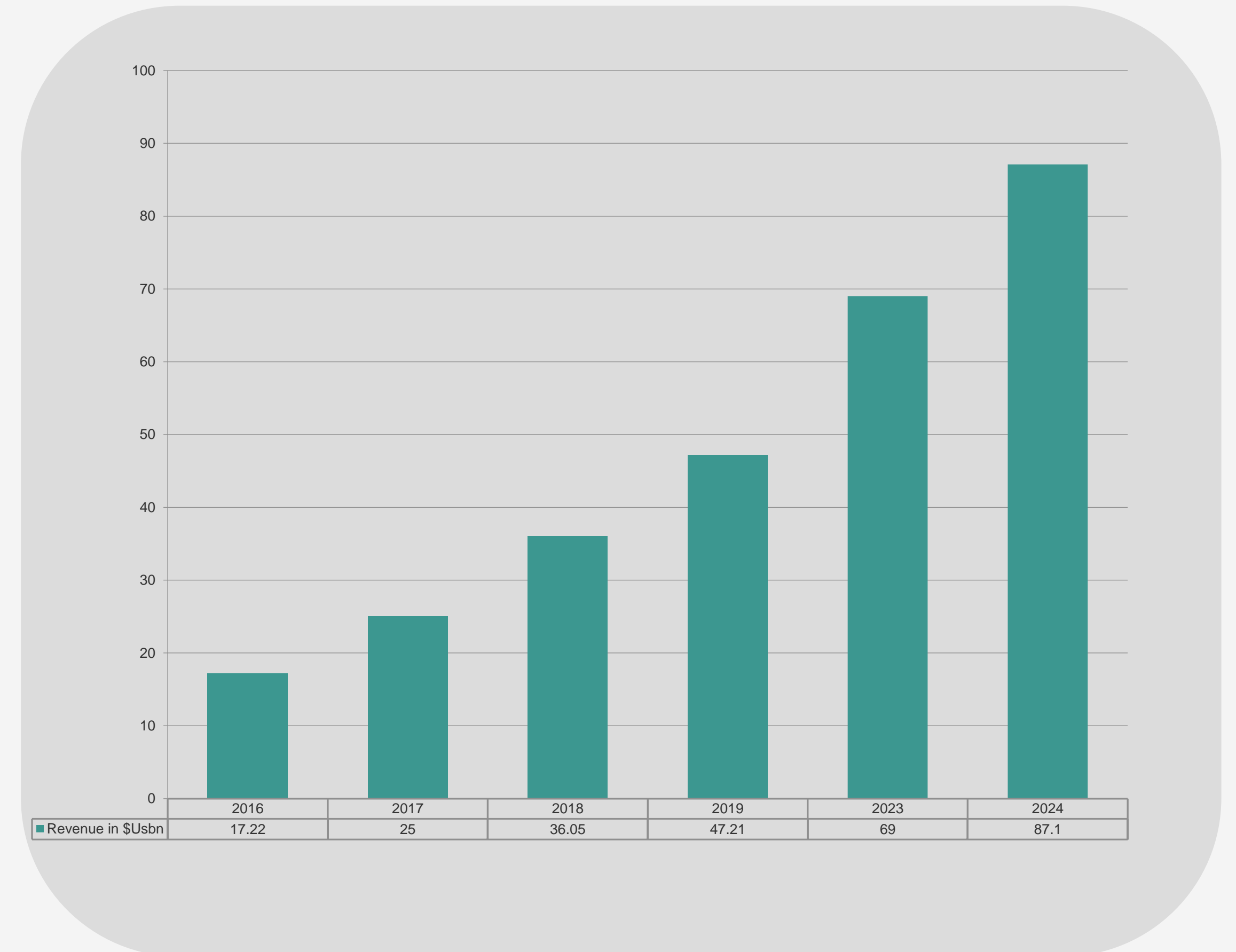
Total global SVOD net subscribers are forecast to grow from 460.89m in 2020 to 531.47m by 2024. An increase of +15% meaning that the average SVOD subscriber will pay for 1.78 accounts.



# Revenue growth

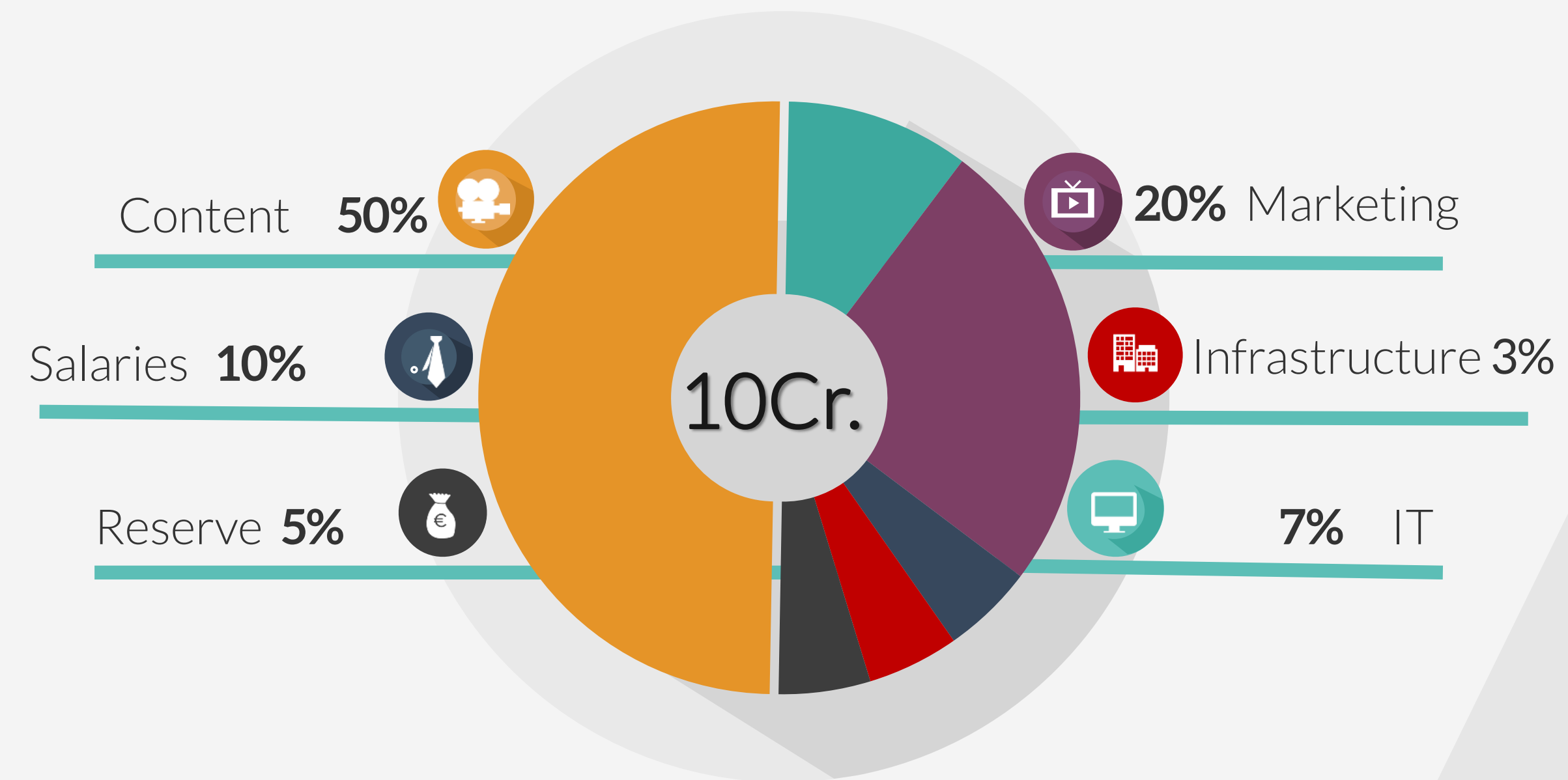
## Total global SVOD revenue

Total global revenue forecast to grow from \$47.21bn in 2019 to \$87.1bn over the same period. An increase of +84%



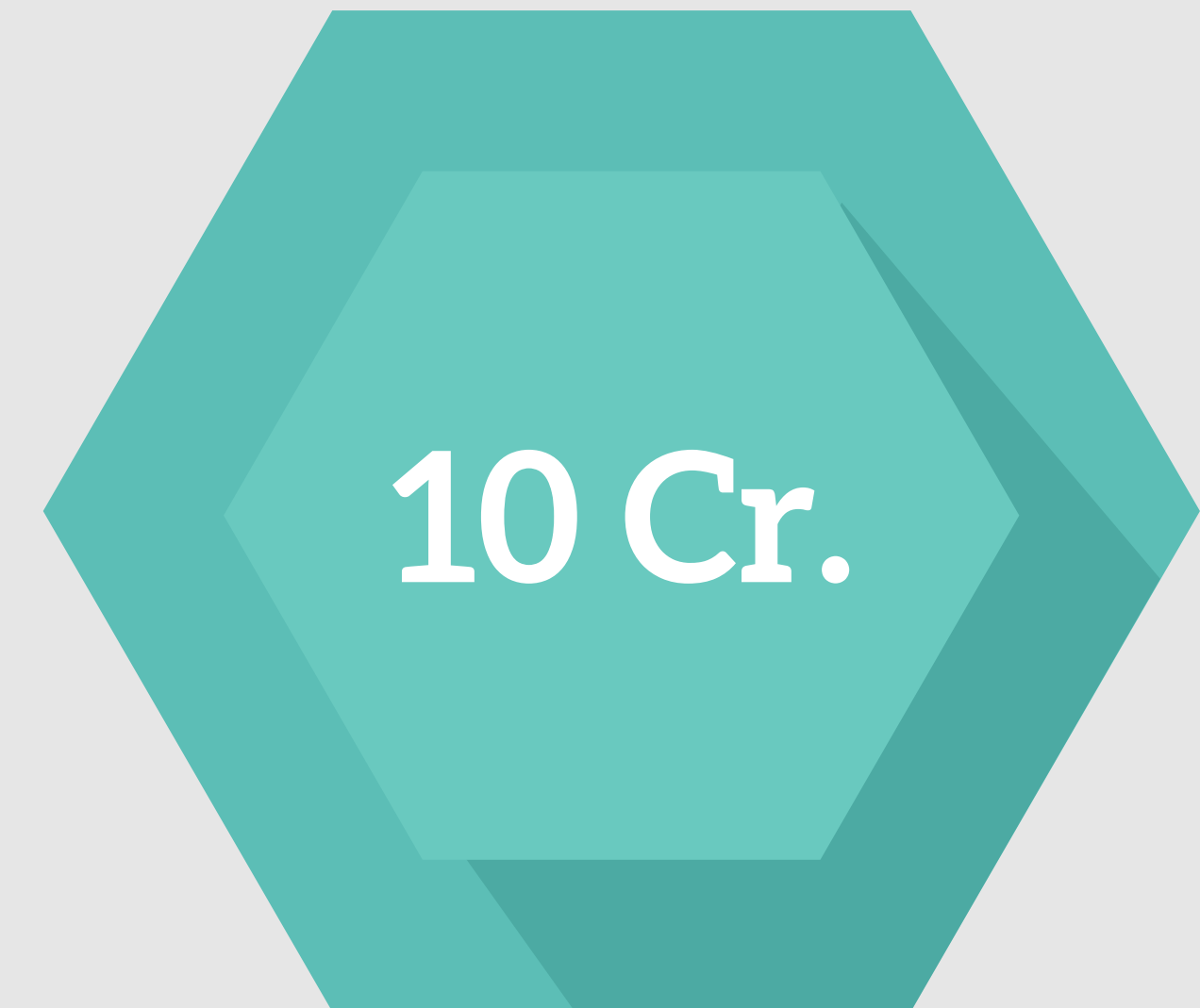


# Investing strategy



# Investment Required

1st Series fund required



**Ask** - 10 crore for 10% Equity  
Company Valuation - 100 crores

# Six year's goals

## Membership Fee

**.5M**  
Subscribers

1<sup>st</sup> Year our Subscription cost is 49/- Monthly, 199/- Bi Annual and 299/- Annually

**4M**  
Subscribers

2<sup>nd</sup> Year our Subscription cost is 79/- Monthly, 249/- Bi Annual and 349/- Annually

**6M**  
Subscribers

3<sup>rd</sup> Year our Subscription cost is 99/- Monthly, 279/- Bi Annual and 399/- Annually

## Membership Fee

**9M**  
online sales

4<sup>th</sup> Year our Subscription cost is 99/- Monthly, 349/- Bi Annual and 499/- Annually

**12M**  
total sales

5<sup>th</sup> Year our Subscription cost is 99/- Monthly, 349/- Bi Annual and 549/- Annually

**14M**  
more clients

6<sup>th</sup> Year our Subscription cost is 99/- Monthly, 349/- Bi Annual and 549/- Annually

# Contact



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