

MODEL DETAILED PROJECT REPORT

ESTABLISHMENT OF FILM STUDIO

UNDER UTTAR POORVA TRANSFORMATIVE INDUSTRIALIZATION SCHEME (UNNATI), 2024



सत्यमेव जयते

उद्योग संवर्धन और आंतरिक व्यापार विभाग
DEPARTMENT FOR
PROMOTION OF INDUSTRY AND
INTERNAL TRADE

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MINISTRY OF COMMERCE & INDUSTRY
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SHAPING A VIBRANT INDIA



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1. Introduction

A film studio (also known as movie studio or simply studio) is a major Entertainment Company or Motion Picture Company that has its own privately-owned studio facility or facilities that are used to make films, which is handled by the production company." A film studio consists of all the equipment and facilities required for pre-production, production and post productions plus a primer theater. Some years before film studios use to have only indoor and outdoor shooting facilities. The advancement of technology brought major changed in the field of film making. Animation techniques such as green screen technology and development of sound system had given the touch of reality. In film studio we can find all the facilities required including office spaces, residence facilities for actors and other technicians.

Here in film studio one can shoot a movie in a very fast pace as one can construct different indoor and outdoor scenes quickly by using the workshop facilities available here. Workshop facilities consist of wood and metal workshop, painting workshop and plastering workshop. Mostly these workshops are used for the construction of indoor sets. Film studios bring together all essential elements under one roof, making it possible to shoot movies quickly and with a high degree of creative control. They provide a secure, controlled environment where lighting, sound, and weather conditions can be managed, allowing filmmakers to focus on their craft without external disruptions. For this reason, many major film studios worldwide are recognized not just as facilities but as creative hubs that attract talented directors, actors, and technicians from around the globe. These studios continue to play a vital role in the evolution of the film industry, adapting to new technologies and trends while supporting the ever-growing demand for high-quality entertainment.

a. About the project

The proposed project is for setting up a Film Studio. The proposed Film Studio entails a total investment of about Rs. XX.XX million. This includes a capital investment of Rs. XX.XX million and a sum of Rs. X.XX million as initial working capital. The project is financed through X% debt and X% equity. The Net Present Value (NPV) of the project is around Rs. XX.XX million with an Internal Rate of Return (IRR) of X% and a payback period of X.XX years. Higher returns on investment and a steady growth of business are expected if the entrepreneur has some prior experience / education in the related field of business. The project will generate direct employment opportunity for XX persons. The legal business status of this project is proposed as 'Sole Proprietorship/Partnership/LLP/Pvt. Ltd.'.

b. Global Scenario

The global film studio industry has expanded far beyond Hollywood, with major studios in the UK, India, China, South Korea, and Nigeria. Hollywood remains dominant, known for high-budget productions, but other regions are gaining influence. The UK's Pinewood and Shepperton Studios often collaborate with Hollywood, while India's Bollywood, known for its musicals and cultural themes, has a massive production volume. China has one of the world's largest film markets, supported by government incentives, and South Korea's studios are thriving with international hits like Parasite. Nigeria's Nollywood is fast-growing, producing films that resonate across Africa and beyond. Global trends include increased use of digital technology, virtual sets, and streaming platforms, which have opened new distribution channels for studios worldwide. This global reach brings more diverse storytelling and cultural representation to screens, shaping a vibrant, interconnected film landscape.



The global film studio industry is massive and varied in scale. Hollywood remains the highest-grossing market, generating around \$11 billion annually in pre-pandemic box office revenue, with blockbuster franchises often reaching \$1 billion or more each. In the UK, the film industry contributes about £3.6 billion to the economy, with Pinewood and Shepperton Studios supporting major franchises like James Bond. India's Bollywood is one of the world's largest producers by volume, creating approximately 1,500–2,000 films yearly, while Ramoji Film City in Hyderabad spans over 2,000 acres as one of the largest studio complexes. China's box office has surpassed \$7 billion, occasionally outpacing the U.S., with Hengdian World Studios covering over 800 acres and drawing large-scale productions. South Korea's film industry reaches around \$1.5 billion in annual box office revenue, boosted by globally acclaimed films like Parasite. In Nigeria, Nollywood ranks as the second-largest producer by volume, creating around 2,500 films annually and valued at about \$600 million, with streaming platforms expanding its reach. These figures reflect the global scale and economic impact of film studios worldwide.

c. Indian Scenario

India's film studio landscape is vast and highly productive, with Bollywood, based in Mumbai, being the most well-known segment of the industry. Indian cinema produces approximately 1,500 to 2,000 films annually, making it one of the highest film-producing countries worldwide. Bollywood alone generates around 800 films per year, while regional film industries in languages like Tamil, Telugu, Kannada, and Malayalam also contribute significantly, creating hundreds of films each year.

Ramoji Film City in Hyderabad is one of the largest film studio complexes globally, spanning over 2,000 acres, with facilities for multiple large-scale productions simultaneously. It holds the Guinness World Record for the largest film studio complex, attracting both domestic and international projects. Mumbai's Film City is another major hub, spread over 520 acres and offering various indoor and outdoor shooting facilities, from sound stages to set construction workshops.

The Indian film industry is valued at approximately \$2.3 billion, with Bollywood accounting for a significant share of this. While Bollywood dominates in revenue and popularity, regional cinema is rapidly growing, particularly Telugu cinema, which has gained wider national and international recognition. Indian films also perform well overseas, with countries like the United States, the UAE, and the UK contributing to the international box office, where Bollywood movies often earn between \$50 million and \$100 million.

d. State Profile

Assam's film industry, often referred to as Jollywood, is a smaller yet vibrant part of Indian cinema. Assam produces around 15 to 20 films annually, which are mostly in the Assamese language. Though smaller in scale compared to Bollywood or other regional industries like Tollywood (Telugu) and Kollywood (Tamil), the Assamese film industry has a rich heritage, with the first Assamese film, Joymoti, directed by Jyoti Prasad Agarwala, produced in 1935.

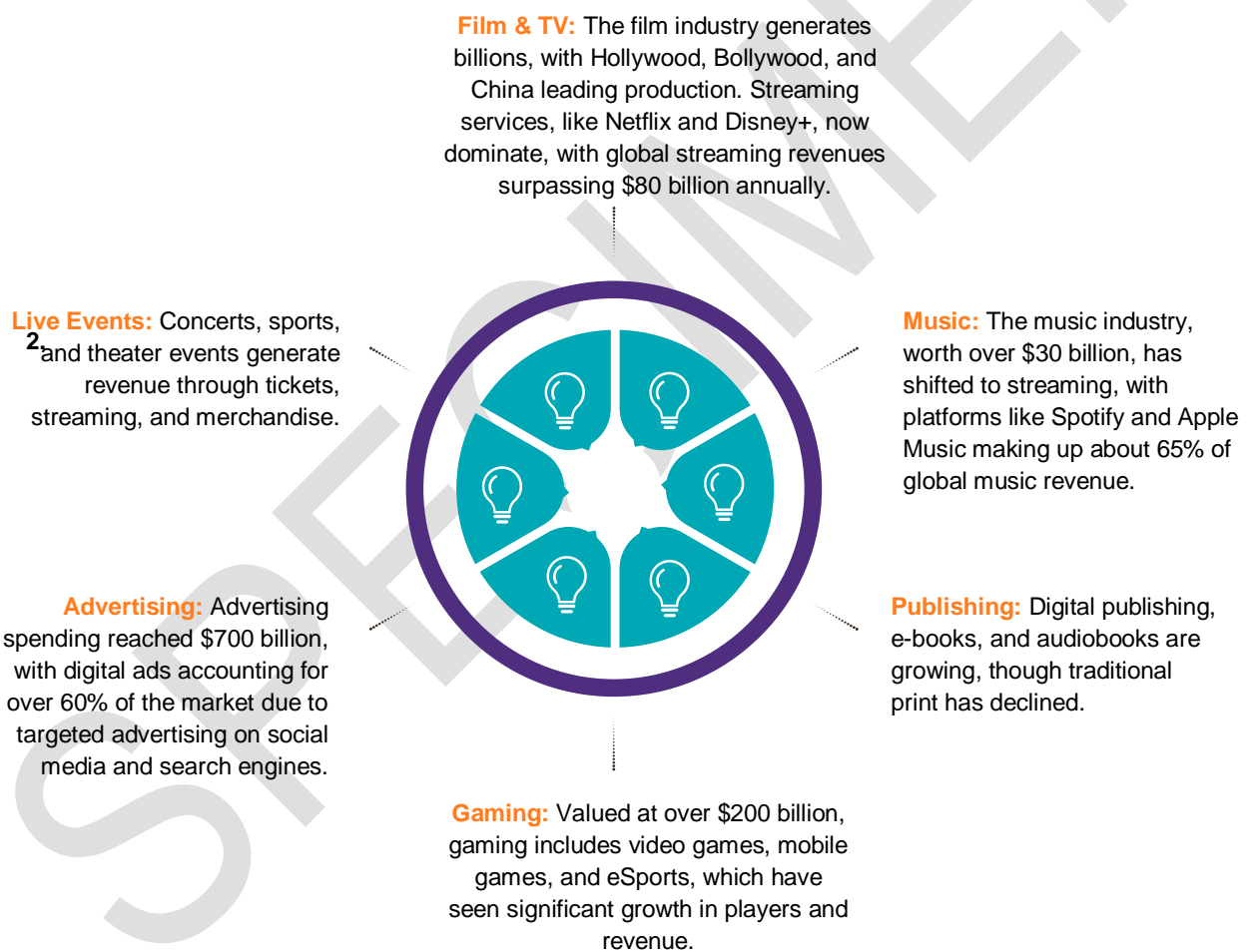
In terms of facilities, Assam has fewer large-scale film studios compared to other states. However, the Jyoti Chitraban Film Studio in Guwahati stands as a key center for film production in the region. Established in 1961, this government-supported studio spans about 73 bighas (around 24 acres) and offers basic facilities, including sound stages, editing rooms, and dubbing studios. Although it doesn't match the size or infrastructure of studios in Mumbai or Hyderabad, Jyoti Chitraban has been instrumental in supporting Assamese cinema, especially low-budget productions. The Assam government has also introduced



incentives for filmmakers to promote local cinema, offering subsidies for Assamese-language films, which has helped sustain and encourage regional filmmaking.

e. Sector Overview

The Media and Entertainment (M&E) industry is a large and rapidly evolving sector, valued globally at approximately \$2.5 trillion as of 2023. It includes film, television, music, publishing, digital media, gaming, advertising, and live events, all driven by digital transformation, changing consumer preferences, and global connectivity.



Key trends include AI-driven personalization, global content reach (e.g., K-dramas, Bollywood), short-form video (e.g., TikTok), and immersive experiences via VR/AR. The M&E industry is set for steady growth, with digital innovation continuing to reshape content creation and distribution globally.



3. Investor's Background

Details of all Investors in below format

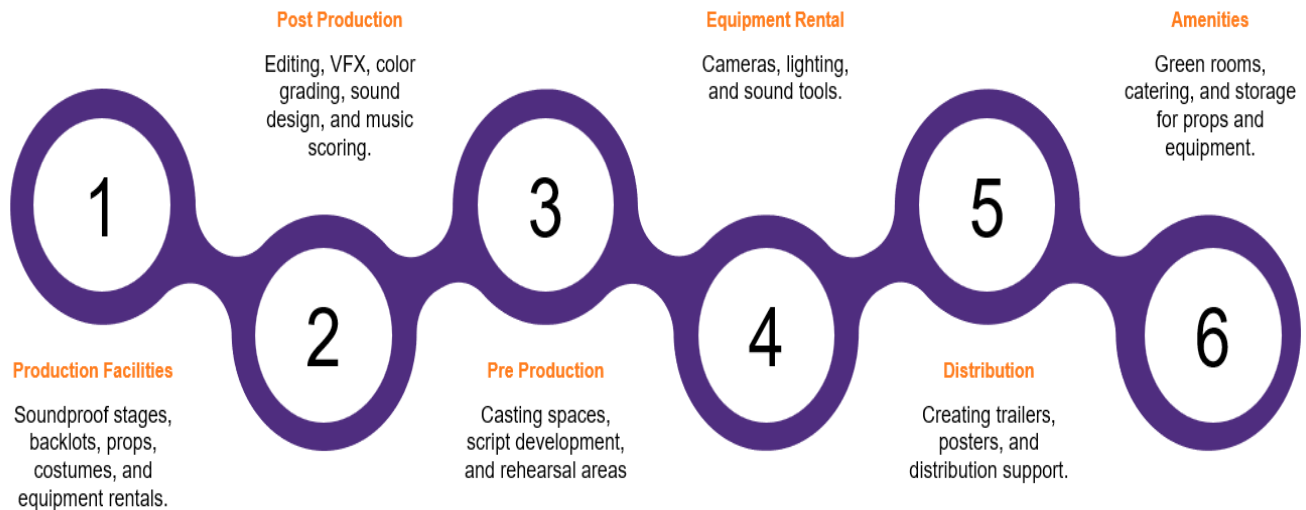
Name	To be filled by the applicant
DOB	To be filled by the applicant
PAN	To be filled by the applicant
Address	To be filled by the applicant
Academic Qualification	To be filled by the applicant
Experience in business	To be filled by the applicant
Functional Responsibility in Unit	To be filled by the applicant
Name of associate concern (if any)	To be filled by the applicant
Nature of association (if any)	To be filled by the applicant
Net Worth	To be filled by the applicant

4. Company Profile

Name of the Unit	To be filled by the applicant
Constitution	To be filled by the applicant
PAN	To be filled by the applicant
Registered Office address	To be filled by the applicant
Activity	To be filled by the applicant
Loan details	To be filled by the applicant
Director	To be filled by the applicant
Unit Registration	To be filled by the applicant
Unit Location	To be filled by the applicant
Category of Project (Manufacturing/Service)	To be filled by the applicant
Zone	To be filled by the applicant
District	To be filled by the applicant
State	To be filled by the applicant

5. Details of services and its marketing potential

Film studio provides essential services for film and media production, including:



The marketing potential of film studio services lies in their ability to cater to filmmakers, production companies, and content creators. Production facilities, including soundproof stages and backlots, can generate \$1,000–\$10,000 per day, with the global studio rental market expected to grow at a 5–7% CAGR by 2030. Post-production services, such as editing and VFX, offer high revenue potential, earning \$5,000–\$50,000 per project, with the global market valued at \$22 billion and growing annually by 8–10%. Pre-production services like casting and script consultation can earn \$500–\$5,000 per project, meeting the needs of independent creators. Equipment rentals, including cameras and lighting kits, contribute to a \$5 billion market, with daily rentals averaging \$200–\$1,000. Distribution and marketing support, such as trailer creation and promotional campaigns, generate up to \$100,000 per project and increase client budgets by 20–30%. Additional amenities, including green rooms and catering, enhance client satisfaction, adding 10–15% to overall revenue. A mid-size studio offering comprehensive services can earn \$1M–\$10M annually, driven by rising demand for digital content, OTT platforms, and advanced production tools.

6. Details of Raw Materials with required quantity

Supplier	Raw material	Quantity	Year	Cost
To be filled by the applicant	To be filled by the applicant	To be filled by the applicant	To be filled by the applicant	To be filled by the applicant

7. Proposed location and Site Plan

Sl. No.	Particulars	Details
1	Land Area	To be filled by applicant



2	Status of Legal title & Possession	To be filled by applicant
3	if leased, Period of lease	To be filled by applicant
4	Coordinates of location	To be filled by applicant
5	Details of CLU	To be filled by applicant
6	Connectivity to roads i) State Highway (in Km.) ii) National Highway (in Km.)	To be filled by applicant
7	Availability of Water	To be filled by applicant
8	Availability of Power	To be filled by applicant

a. Electrical Power

Power availability is one of the main factors for the successful operation of every organization/ establishment. The medium film studio unit will need power load of around 150-300 KW to operate the studio entirely including provision for general lighting. As the power requirement is reasonable and to have uninterrupted power at the film studio unit, it has proposed to have one of diesel generating set of 125 KVA as standby arrangement in case of power cut from grid supply. Estimate of requisite load is being enclosed separately.

i. Construction Phase

KW	Quarter of the Year
To be filled by the applicant	To be filled by the applicant

ii. Steady Phase

KW	Quarter of the Year
To be filled by the applicant	To be filled by the applicant

iii. Peak Phase

KW	Quarter of the Year
To be filled by the applicant	To be filled by the applicant

b. Water Requirement

The water required for a medium film studio unit will be sourced from Local Municipal authority. Also, water requirement shall be met from ground water. The per day water requirement of the medium size film studio has been estimated at 4000-8000 liters in the following manner:

i. Domestic consumption



Per Day	UOM
3000-6000	Liter

ii. Utilities

Per Day	UOM
1600-3200	Liter

iii. Engineering

Per Day	UOM
800-2500	Liter

*** This estimate ensures adequate water for operations, hygiene, and amenities, supporting a medium-sized film studio's daily need.*

c. Transportation System

A film studio's transportation system ensures efficient movement of cast, crew, and equipment using vehicles like buses, vans, trucks, and golf carts. Key features include designated parking, loading docks, centralized scheduling, and GPS tracking for route optimization. Sustainability is prioritized with electric vehicles, carpooling, and EV charging stations, while safety is maintained through regular maintenance and trained drivers. By addressing challenges like traffic and costs through staggered schedules and leasing, a well-managed system reduces delays, supports logistics, and enhances production efficiency.

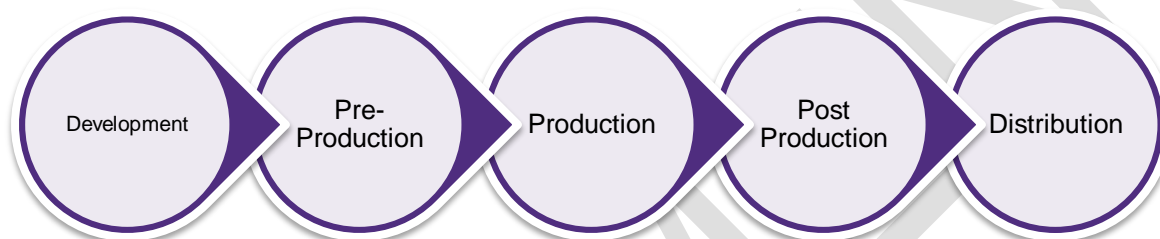
Local Infrastructure

The area is well equipped with roadways and airways. The availability of uninterrupted power and water is another added benefit for the unit. The area has a total population of approximately XXXX people and the proximity of the neighboring states is favorable.



8. Product Process Flow

The process flow of a medium size film studio involves several stages, each focusing on different aspects of filmmaking. Here's a streamlined overview:



This comprehensive flowchart illustrates how a medium-sized film studio operates from initial concept through to distribution. Each phase is interconnected and essential for producing a successful film. By following this structured approach, studios can manage resources effectively and navigate the complexities of filmmaking.

8. Cost of the Project

Capex Components	Year 1
Land and Land Development	-
Civil Cost	50.4
Plant & Machinery	21.75
Mis. Fixed Assets	30.2
IDC	7.2
Pre-operative/ Preliminary Expenses	2.0
Total Capex	111.55/-

a. Land details

The promoter Company own a plot of land measuring X bigha covered by **dag no. XXX** of **patta no. XX** of XXXX town, District: XXX, XXXX whereon present project is taken up. The site has already been developed by the promoter himself at his own cost. The location is within the heart of XXX town and cluster of Agriculture & Allied Industry. As we know, XXX town itself is known as Agriculture capital of XXX, people from distance places also visit the town to get avail cold storage facilities.



b. Building and civil works details

The total cost of civil work has been estimated to be Rs 50.4 lakhs, which includes technical civil work and non-technical civil work. Cost of civil work comprises of the cost of process building, Raw material warehouse, Finished goods warehouse, transformer house & Utility building.

c. Plant and machinery details

Sl. No.	Particulars	Qty	Approx. Rate/shift (Rs.)	Approx. Rate/shift (Rs.)
1	Camera ARRI Alexa	3	12,675	38,025
2	16mm Arriflex S.R. Camera	2	3,900	7,800
3	High Speed Lenses	5	293	1465
4	Tripods/Stabilizers	3	1800	5400
5	Nagra Recorder	2	900	1800
6	Boom Rod/Mike Stand	1	375	375
7	Deva 5.8 Recorder	1	6000	6000
8	Cordless Microphone	8	750	6000
9	Basic Lighting Kit (Includes key lights, fill lights, backlights etc.	4	84500	3,38,000
10	Editing Software Licenses	1	21300 per/year	21300 per/year
11	High performance editing computers	2	250000	500000
12	DG Set (125 KVA) along with Electrical cable & control panel Installation	1	1249000	1249000
	Total			2175165

d. Pre-operative expenses details

Rs. 2.00 Lakh



Working Capital details

I) Operation costs: - (Annual)

Sl. No.	Item	Day	Rate (Rs.)	Total (Lakh)
1	Housekeeping	200	1000	2.0
2	Fooding	200	3000	6.0
3	Lighting	200	2000	4.0
4	Transportation	200	1500	3.0
5	Others			5.0
GRAND TOTAL				20.00/-

II) Utilities (Per Annum)

Sl. No.	Item	Total (Rs.) Lakh
1	Water	-
2	Cooking gases	0.16
3	Units Consumed per year (100 unit per day @ 8.00 Rs. per unit) for 200 days	1.60
GRAND TOTAL		1.76/-

iii) Salary & Wages (Per Annum)



Sl. No.	Designation	No.	Wages/Month (Approx. Rs. INR Lakhs)	Total/Annum (Rs. INR Lakhs)
1	Director	1	1.50	18.00
2	Scriptwriter	1	0.80	9.60
3	Editor	2	1.00	24.00
4	Cinematographer	1	1.20	14.40
5	Sound Engineer	1	1.00	12.00
6	VFX Artist	2	1.20	28.80
7	Producer	1	2.00	24.00
8	Production Manager	1	1.00	12.00
9	Studio Manger	1	1.00	12.00
10	Accountant	1	0.80	9.60
GRAND TOTAL				164.4

Note: Every year increment @ 5% has been considered towards financial calculation.

iv) Selling & General Administration (Annum)

v) Advertisement & General Stores

Sl. No.	Items	Cost (Rs.)
1	Advertisement per Annum	1,00,000/-
2	General Stores & Inventory	1,85,500/-
Total		2,85,500/-

9. Proposed Means of Finance

Particulars	Amount (Rs. In Lacs)
Promoter's Capital	50.19
Unsecured Loans	
Term Loan form Bank/ Financial Institution	61.35
Total	111.55/-



a. Working Capital limit: Rs. 2.0 Lakh

10. Implementation Schedule with time chart

Activities	Starting Month	Ending Month
Arrangement of land	To be filled by applicant	To be filled by applicant
Single window clearance	To be filled by applicant	To be filled by applicant
Land development	To be filled by applicant	To be filled by applicant
Building and Civil Works	To be filled by applicant	To be filled by applicant
Order and delivery of P&M	To be filled by applicant	To be filled by applicant
Power arrangement	To be filled by applicant	To be filled by applicant
Manpower arrangement	To be filled by applicant	To be filled by applicant
Procurement of raw materials	To be filled by applicant	To be filled by applicant
Trial Operation	To be filled by applicant	To be filled by applicant
Commercial Operation	To be filled by applicant	To be filled by applicant

11. Projected Financial Analysis

i. Cost & Profitability statement

Particulars	1 st Year	2 nd Year	3 rd Year	4 th Year	5 th Year
Capacity Utilization	60%	65%	70%	75%	80%
Revenue					
Production Facilities	24	26	28	30	32
Postproduction	60	65	70	75	80
Pre-Production	30	32.5	35	37.5	40
Equipment rental	12	13	14	15	16
Distribution	30	32.5	35	37.5	40
Amenities	12	13	14	15	16
Total revenue	168	182	196	210	224
Expenses					
Consumables	0	0	0	0	0
Salary & Wages	98.64	106.86	115.08	123.3	131.52
Utilities	1.056	1.144	1.232	1.32	1.408
Operation cost	12	13	14	15	16
Repairs & maintenance	0.17	0.19	0.20	0.22	0.23
Administrative & selling	1.716	1.859	2.002	2.145	2.288



Total expenses		113.59	123.05	132.52	141.98	151.45
Expenses%		68%	68%	68%	68%	68%
EBIDTA margin		47.91%	47.91%	47.91%	47.91%	47.91%
PBDIT		54.41	58.95	63.48	68.02	72.55
Depreciation		8.30	7.31	6.44	5.68	5.01
PBIT		46.11	51.64	57.04	62.34	67.54
Interest on term loan		4.33	3.50	2.61	1.64	0.60
Interest on working capital		0	0	0	0	0
PBT		41.78	48.14	54.44	60.70	66.95
Tax		10.86	12.52	14.15	15.78	17.41
PAT		30.92	35.62	40.28	44.92	49.54
Cash profit		39.22	42.93	46.72	50.60	54.55
		18.40%	19.57%	20.55%	21.39%	22.12%

ii. Debt Service Coverage Ratio

Profit after tax		30.92	35.62	40.28	44.92	49.54
Depreciation		8.30	7.31	6.44	5.68	5.01
Interest on term loan		4.33	3.50	2.61	1.64	0.60
Total A		43.55	46.43	49.33	52.24	55.15
Repayment of term loan		10.47	11.30	12.20	13.17	14.21
Interest on term loan		4.33	3.50	2.61	1.64	0.60
Total B		14.80	14.80	14.80	14.80	14.80
DSCR		2.94	3.14	3.33	3.53	3.72
DSCR - Average		3.33				

iii. Projected Balance Sheet

	1st Year	2nd Year	3rd Year	4th Year	5th Year
Liabilities					
Capital	50.20	50.20	50.20	50.20	50.20
Revenue Reserves	3.09	3.56	4.03	4.49	4.95
Net Worth	53.29	53.76	54.23	54.69	55.15
Term Loan	4.33	3.50	2.61	1.64	0.60
Working Capital Limit	0.00	0.00	0.00	0.00	0.00
Current Liabilities					
Creditors	105.07	104.90	105.88	107.89	110.82



Liability for expenses	113.59	123.05	132.52	141.98	151.45
Total	276.28	285.21	295.23	306.20	318.02
Assets					
Fixed Assets					
Gross block	72.15	63.85	56.54	50.10	44.42
Depreciation	8.30	7.31	6.44	5.68	5.01
Net Fixed Assets	80.45	71.16	62.98	55.78	49.43
Non-Current asset/investments					
	0	0	0	0	120
Current assets					
Inventory	168	182	196	210	224
Debtors					
Security Deposits					
Loans and Advances					
Cash & Bank Balance	27.83	32.06	36.26	40.43	44.59
Total	276.28	285.22	295.23	306.20	318.02

iv. Break Even Analysis

	1st Year	2nd Year	3rd Year	4th Year	5th Year
Capacity utilization	60%	65%	70%	75%	75%
A. Sales	168	182	196	210	224
B. Variable cost	113.59	123.05	132.52	141.98	151.45
Admin & selling	1.72	1.86	2.00	2.15	2.29
Salary & Wages	98.64	106.86	115.08	123.30	131.52
Utilities	1.06	1.14	1.23	1.32	1.41
Operation cost	12.00	13.00	14.00	15.00	16.00
Repairs & maintenance	0.17	0.19	0.20	0.22	0.23
C. Contribution (A-B)	54.41	58.95	63.48	68.02	72.55
D. Fixed cost	12.63	10.81	9.04	7.31	5.60
Interest on term loan	4.33	3.50	2.61	1.64	0.60
Interest on working capital	0	0	0	0	0
Depreciation	8.30	7.31	6.44	5.68	5.01
E. Breakeven point % = (D/C)	23.22%	18.34%	14.25%	10.76%	7.73%



v. Payback period					
Year	Net Profit After Tax	Interest	Depreciation	Total cash inflow	Cumulative Surplus
1st Year	30.92	4.33	8.30	39.22	26.59
2nd Year	35.62	3.50	7.31	42.93	32.12
3rd Year	40.28	2.61	6.44	46.72	37.68
4th Year	44.92	1.64	5.68	50.60	43.28
5th Year	49.54	0.60	5.01	54.55	48.95
6th Year					

Payback period = 5 Years (Approx.)

12. Projected Employment Details

Type of Employment	Number of Employees	Projected Cost
Skilled Manpower	12	164.40
Semi-skilled Manpower	On Contract	
Unskilled Manpower	On Contract	
TOTAL		164.40/-

13. Requirement of Statutory clearances

Item	Status
Partnership Deed	
Lease deed registration	
PAN	
GST Registration	
UDYAM	
Trade License	
NOC form local authority	