

Filmmakers turn to pre-release tests as box office flops rise

Lata Jha
lata.j@hivive.com
NEW DELHI

As movies fail at the box office while struggling to enthuse OTT audiences with rising frequency, filmmakers are increasing turning toward testing content to get a sense of whether a title, or specific parts of it, would attract viewers.

Either in collaboration with specialized agencies experienced in audience research, or independently, about 200 to 800 people, across age, gender and target markets, are made to view the title before release and get feedback on the plot, characters and conflict among other aspects. Hindi and Telugu films such as *Animal* and *Kalki 2898 AD* conducted tests to figure out effective marketing campaigns which could generate an organic buzz before release in a cluttered theatrical environment, without spending huge amount. Monisha Advani, producer at Emmay Entertainment, said the firm, based on the feedback, decided to do away with two of the songs that were said to drag the pace of one of their films.

Every research effort serves a specific purpose at different stages of production. Some studies are conducted during the script phase, some to assess the appeal of the ensemble cast or how well the twists and turns resonate with audiences along with comprehension, pace, and continuity of the content or whether the title aligns with viewer expectations. Studios are also routinely trying to find out what could make for effective marketing strategies.



Pre-release tests have been conducted for *Kalki 2898 AD* and *Animal*.

“This originates from a need to understand audience preferences and deliver high-quality content which resonates (with them). By staying attuned to viewers preferences, creators can meet audience expectation better and ensure compelling entertainment in an increasingly competitive landscape,” said Amrita Pandey, chief executive, Jungle Pictures.

Each research effort serves a specific purpose at different stages of production to identify viewer preferences

Marketing research plays a key role—evaluating stickiness of songs helps determine which one should be released first, testing effectiveness of trailers helps identify dialogues that resonate with viewers. Pandey said these insights are then used to create key promotional assets. Rajat Agrawal, chief operating officer and director of Ultra Media & Entertainment Group, said content creators consider various factors, such as aspects like number of elevation scenes in a content, whether the characters are sharp and resonating enough, strength of a plotline, and possibility of a franchise.

For an extended version of the story go to livemint.com

Pricey phones fail to sparkle

Samsung, OnePlus see sales of premium smartphones fall this festive season as buyers cite lack of innovation

Shouvik Das
shouvik.das@livemint.com
NEW DELHI

India's premium smartphones market witnessed a surprisingly muted festive period as buyers deferred purchases citing lack of innovation, according to retailers and distributors.

Samsung and OnePlus witnessed the most tepid demand from buyers for smartphones priced at ₹40,000 (\$500) or more during the six-week period from mid-September to end-October, said six retailers and distributors across India *Mint* spoke with.

“Samsung's premium devices saw a clear demand downturn from buyers during the festive period, despite doing strongly in budget 5G smartphones,” said Manish Khatri, a partner at Mumbai-based retailer Mahesh Telecom. Most buyers who walked in during the festive period were not too impressed with Samsung's or OnePlus flagship phone features, he said. Lower sales in the lucrative high-priced smartphone category, which



Samsung's festive volumes declined 7% over a year earlier.

BLOOMBERG

has fuelled revenue growth for smartphone brands, retailers and distributors after covid-19, will be a concern for the industry. Premium devices (\$400+) accounted for 13% of market by volumes, according to market researcher International Data Corp. (IDC), but delivered a greater share of revenue and profit, with margins up

to 10 times that of budget phones priced at \$180 or lower.

OnePlus' pan-India shipments to retailers during the festivity declined 46% year-on-year, according to data shared with *Mint* by Counterpoint India. Its market share during the festival season fell from 6% last year to 4% this time.

Samsung's festive volumes fell 7% over a year earlier during the auspicious period of buying, bringing its volume market share down from 17.2% to 15.8% this year.

Samsung or OnePlus didn't immediately respond to *Mint*'s queries.

While the decline in demand varies across online and offline retailers, it is a sign of stagnant features, according to Tarun Pathak, director at Counterpoint India. “OnePlus saw a year-on-year decline across all its stores with premium brand value diluting considerably due to selling less-premium devices at scale. On overall terms, more buyers are opting for devices that are one generation old, since they offer a near-flagship experience.”

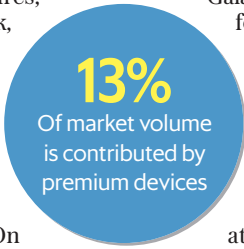
Pathak said brands like Samsung marketing their latest flagships based on artificial intelligence features have struggled to sell since most buyers consider AI to be redundant.

Kartikya Rana, a 31-year-old Deh-

radun resident, wanted to replace his five-year-old iPhone 11. “I wanted to shift to Android... (with) Samsung's Galaxy S24 lineup, but I put off my purchase because the retailer near my residence is awaiting stock of the Galaxy S22 from two years ago,” Rana said. “The new generation's AI features felt completely surplus, and the Galaxy S24 seemed expensive for overall features. With the S22, I can get almost the same experience for half the price.”

IDC India's smartphones report from 13 August, says while 'mid-premium' devices priced at \$400-800 (₹35,000-65,000) accounted for 6% of the market, the 'super premium' segment priced above \$800 (₹70,000-plus) accounted for 7%. Entry-premium or mid-range smartphones priced \$200 to \$400 (₹15,000-35,000), was also a growing segment with 30% share of all smartphones sold in the country.

For an extended version of this story go to livemint.com



ITC Foods, AIPA ink 5-year deal to popularize pickleball in India

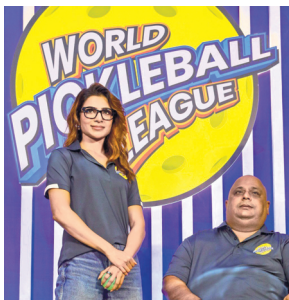
Gaurav Laghate
gaurav.laghate@livemint.com
MUMBAI

ITC Foods has entered into a five-year partnership with All India Pickleball Association (AIPA) to promote pickleball in India. According to the deal, the company's popular snacking brand Bingo! will be featured across the front of the Indian team's jersey.

The collaboration kicks off with World Pickleball Championship (WPC), marking the first time India is hosting the global tournament.

Through this partnership, Bingo! aims to fuel momentum for pickleball by organizing college tournaments across 23 states, introducing the sport to thousands of students, and nurturing the next generation of athletes.

“We've always believed that innovation and sports go hand in hand. This partnership with AIPA is a proud moment for us as we work together to create a strong foundation for pickleball in India. From grassroots programmes to college tournaments, we're excited to bring the sport closer to young ath-



Pickleball is growing fast.

MINT

letes and sports enthusiasts across India,” Suresh Chand, VP and head of marketing for snacks, noodles and pasta, ITC Foods, said..

One of the fastest-growing sports globally, pickleball has over five million players across 84 countries, with 40% female participation. In India, it has seen 275% growth in active players in the past three years, and participation is projected to cross 1 million by 2028.

“This partnership with Bingo! Snacks will be a game changer in making pickleball accessible to all, from college students

to budding professionals,” said Arvind Prabhoo, president of AIPA. “With Bingo!'s vibrant brand presence and reach,

we're confident that this collaboration will elevate pickleball to new heights and position India as a significant force in the global pickleball community,” he added.

As part of this alliance, Bingo!'s signature brand identity will be extending to the sport. The tradi-

tional “love all” start of pickleball matches will now be rebranded as “Boing All,” reflecting the brand's unique and lively spirit.

Vinit Karnik, managing director - Content, Entertainment & Sports, GroupM South Asia, added, “This five-year partnership between Bingo! and AIPA is a significant step in supporting pickleball's growth in India. We're confident this collaboration will inspire a new wave of players to embrace the sport and establish India as a key player in the global pickleball landscape.”

India's Biggest Personal Finance Festival is Here!



22nd Nov | JW Marriott, Mumbai



Nilesh Shah
Kotak Mahindra Asset Management Company



Saurabh Mukherjee
Marcellus Investment Managers



Radhika Gupta
Edelweiss Mutual Fund



Vijay Kedia
Ace Investor



Navya Navelli Nanda
Project Navelli

A Special Performance by
Gaurav Gupta



LEARN. EARN. INVEST. GROW. RETIRE.


And many more..



Grab the Early Bird Discount Now



Limited seats available



NEW OKHLA INDUSTRIAL DEVELOPMENT AUTHORITY

Administrative Building, Sector-6, Noida G.B. Nagar, (U.P)
Website : www.noidaauthorityonline.com

E-TENDER NOTICE

E-Tender are invited from eligible firms/contractors for the following jobs against which bids can be uploaded and same shall be opened/downloaded as per schedule mentioned. The details and conditions of all tenders are available on NOIDA Authority's official website: www.noidaauthorityonline.in & <http://etender.up.nic.in>. Please ensure to see these websites for any changes/amendments & corrigendum etc.


S.No.	Job No.	Name of Work	Amount (Rs.)
1.	31/DGM (NTC)/SM (NTC)/ 2020-21	Selection of Parking Contractor to operate the Noida surface parking sites (off street/on street) in Cluster-II (Work Circle-4, Sector-62) area of Noida.	48205897.74
2.	26/DGM (NTC)/SM (NTC)/ 2022-23	Selection of Parking Contractor to operate the Noida surface parking sites (off street/on street) in Cluster-V (Work Circle-4, Sector-63, 64, 65) area of Noida.	54674216.46

Which can be uploaded from 13.11.2024 to 26.11.2024 upto 5.00 PM. Pre-qualification shall be opened/downloaded on date 27.11.2024 at 11.00 AM.

“महत्वपूर्ण सूचना—
नवीन ओखला औद्योगिक विकास प्राधिकरण के अधिसूचित क्षेत्र में शासन से स्वीकृत मास्टर प्लान एवं उत्तर प्रदेश औद्योगिक क्षेत्र विकास अधिनियम, 1976 के विपरीत प्लॉटिंग या किसी भी प्रकार का अन्य निर्माण पूरी तरह अवैध है। जनसामान्य को आगाह किया जाता है कि इस प्रकार की अवैध कॉलोनियों एवं अवैध निर्मित सवनों में भूखण्डों/अपार्टमेंट/दुकान/गोडाउन/फार्महाउस की खरीद-फरोख्त से पूर्णतः सचेत रहें तथा कॉलोनाईजर्ज के लुभावने एवं भ्रामक विज्ञापनों से बचे। साथ ही नौएडा अधिसूचित क्षेत्र के हिण्डन एवं यमुना नदियों के दूब क्षेत्र (Flood Plain Zone) में अनधिकृत/अवैध प्लॉट एवं फार्म हाउसों के कारोबार में संलग्न भूमाफियाओं के चंगुल में न फसे।”

General Manager (NTC), Noida

CLEAN, GREEN, SAFE & SECURE NOIDA



JUBILANT FOODWORKS LIMITED

CIN NO. L74899UP1995PLC043677
Regd. Office: Plot No. 1A, Sector – 16A, Noida – 201301, Uttar Pradesh
Corporate Office: 15th Floor, Tower E, Skymark One, Plot No. H-10/A, Sector-98, Noida – 201301, Uttar Pradesh
Contact No: +91-120-6927500, +91-120-6935400
E-mail: investor@jubfood.com, Website : www.jubilantfoodworks.com

STATEMENT OF CONSOLIDATED AND STANDALONE FINANCIAL RESULTS FOR THE QUARTER AND SIX MONTHS PERIOD ENDED SEPTEMBER 30, 2024

(Figures-INR in Million, Unless Otherwise Stated)

Sr. No.	PARTICULARS	CONSOLIDATED RESULTS						STANDALONE RESULTS					
		For the Quarter ended			For the six months ended			For the Quarter ended			For the six months ended		
		September 30 2024	June 30 2024	September 30 2023	September 30 2024	September 30 2023	March 31 2024	September 30 2024	June 30 2024	September 30 2023	September 30 2024	September 30 2023	March 31 2024
		Unaudited	Unaudited	Unaudited	Unaudited	Unaudited	Audited	Unaudited	Unaudited	Unaudited	Unaudited	Unaudited	Audited
1	Total Income from Operations (net)	19,547.16	19,330.64	13,686.32	38,877.80	27,031.74	56,540.88	14,668.78	14,395.57	13,448.29	29,064.35	26,544.92	53,408.50
2	Net Profit for the period/ year (before Tax, Exceptional and / or Extraordinary items)	869.92	796.33	1,205.31	1,666.25	1,748.50	3,155.51	697.72	683.40	962.68	1,381.12	1,976.53	3,303.46
3	Net Profit for the period/year before Tax (after Exceptional and/or Extraordinary items) (Refer Note 3 and 5)	869.92	796.33	1,205.31	1,666.25	1,748.50	4,857.16	697.72	683.40	962.68	1,381.12	1,976.53	3,183.46
4	Net Profit for the period/ year after Tax (after Exceptional and / or Extraordinary items)	665.30	580.24	972.02	1,245.54	1,261.19	4,000.73	520.64	515.09	721.48	1,035.73	1,473.30	2,339.09
5	Total Comprehensive Income for the period/ year [comprising Profit for the period after Tax and Other Comprehensive Income after Tax]	449.69	930.03	987.86	1,379.72	1,316.41	3,225.47	774.91	677.44	1,006.88	1,452.35	1,813.04	1,873.69
6	Equity Share Capital	1,319.69	1,319.69	1,319.69	1,319.69	1,319.69	1,319.69	1,319.69	1,319.69	1,319.69	1,319.69	1,319.69	1,319.69
7	Reserves excluding Revaluation Reserve as at Balance Sheet date	-	-	-	-	-	20,386.73	-	-	-	-	-	20,797.09
8	Earnings per share (after exceptional items) (of INR. 2/- each) (not annualised)												
	From continuing operations												
	a) Basic (in INR.)	1.05	0.89	1.47	1.93	1.91	6.06	0.79	0.78	1.09	1.57	2.23	3.54
	b) Diluted (in INR.)	1.05	0.89	1.47	1.93	1.91	6.06	0.79	0.78	1.09	1.57	2.23	3.54
	From discontinuing operations												
	a) Basic (in INR.)	(0.08)	(0.04)	-	(0.11)	-	(0.01)	-	-	-	-	-	-
	b) Diluted (in INR.)	(0.08)	(0.04)	-	(0.11)	-	(0.01)	-	-	-	-	-	-

NOTES :

1 These unaudited financial results have been prepared in accordance with the recognition and measurement principles as laid down in the Indian Accounting Standards (referred to as "Ind AS") prescribed under Section 133 of the Companies Act, 2013 read with Companies (Indian Accounting Standards) Rules as amended from time to time, to the extent applicable. The consolidated and standalone unaudited financial results were reviewed by the Audit Committee and approved by the Board of Directors of the Company at their meetings held on November 11, 2024. The statutory auditor's report on review of consolidated and standalone unaudited financial results for the quarter and six months period ended September 30, 2024 is being filed with the BSE Limited and National Stock Exchange of India Limited.

2 The Company's and Group's business activity falls within a single business segment i.e. Food and Beverages in terms of Ind AS 108 on Segment Reporting.

3 The Company has investment in its wholly owned subsidiary viz Jubilant FoodWorks Lanka (Private) Limited (JFLPL) having operations in Sri Lanka. During the year ended March 31, 2024, the management had recorded an impairment charge of INR 120 million which is shown under exceptional items.

4 The above is an extract of detailed format of unaudited financial results for the quarter and six months period ended September 30, 2024 filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The full format of the unaudited financial results are available on the Stock Exchanges websites (www.bseindia.com and www.nseindia.com) and on Company's website (www.jubilantfoodworks.com).

5 During the period ended March 31, 2024, Jubilant Foodworks Netherlands B.V. ("JFN"), wholly owned subsidiary of the Company had acquired controlling stake in DP Eurasia N.V. (DPEU) pursuant to which, the Group has accounted for its investment in DPEU in accordance with Ind AS 110 "Consolidated Financial Statements" w.e.f. February 1, 2024. Accordingly the consolidated unaudited financial results for the current periods are not comparable with that of previous periods.

For and on behalf of the Board of Directors of JUBILANT FOODWORKS LIMITED

Sd/-

SHYAM S. BHARTIA
CHAIRMAN & DIRECTOR
DIN No. 00010484

Place: Noida

Date: November 11, 2024