

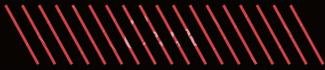
# CHITRAM CINEMA

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A New Age OTT Platform for Indian Content



[www.chitramcinema.com](http://www.chitramcinema.com)



# WHAT IS CHITRAM CINEMA?

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Chitram Cinema is an Upcoming OTT platform that provides a space for regional films, shows, and series to reach their audience in their language.



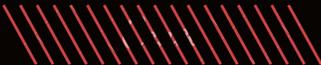
## Vision

We aim to create a platform that supports regional creators, local languages, and content that resonates emotionally.



## Mission

Our mission is to make cinema simple, relatable, and accessible for everyone, bringing real stories in every language to all types of viewers.



# WHAT MAKES US UNIQUE?

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## Indian Languages

We offer content in regional Indian languages, so everyone can enjoy stories in the language they relate to.



## Shows and Series

Our shows reflect real emotions and everyday life, bringing authentic Indian stories to the screen.



## Smooth Viewing

Enjoy a clean, easy-to-use app with smooth playback and quick access to content.



## Multiple Contents

Watch movies, series, short films, and more—all in one streamlined platform.

# BUSINESS DISTRIBUTION MODEL



## Subscription Video On Demand- SVOD

- **Gold Plan:** Ultra HD 4K | All Devices (Mobile, Web, Tablet, Smart TV) – Rs. 1200/year
- **Premium Plan:** 2K Quality | All Devices (Mobile, Web, Tablet, Smart TV) – Rs. 999/6 months
- **Standard Plan:** Full HD (1080p) | Mobile & Web – Rs. 299/3 months
- **Basic Mobile Plan:** HD (720p) | Mobile Only – Rs. 99/3 months



## Advertisement-Based Video On Demand - AVOD

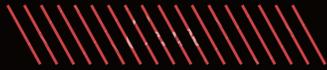
- **Pre-Roll Ads** – 6-30 sec | Before content | Non-skippable
- **Mid-Roll Ads** – 15-30 sec | 60 sec for Podcasts | During content | Non-skippable
- **Banner Ads** – Top Slider (Hero Section) | Static display
- **Road Block Ads** – Take over all ad slots at once, ensuring maximum visibility
- **Connected TV Ads** – Full-screen, overlays, or interactive
- **Pop-up Ads** – Open in new tabs/windows | High visibility
- **Responsive Ads** – Auto-fit across all devices
- **Rich Media Ads** – Interactive with animation/sound



## Transaction Video On Demand(Pay Per View) - TROD

- **No plan needed**—just pay for the content you want to watch.
- **One-time Payment** – Pay only for the selected movie or show.
- **No Commitment** – No recurring charges or subscription requirements.





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# WHAT CAN YOU WATCH?

- **Movies**

Latest blockbusters and timeless classics across genres.

- **Web Series**

Binge-worthy stories with gripping episodes and fresh talent.

- **Documentaries**

Explore real stories, people, and events that matter.

- **Reality Shows**

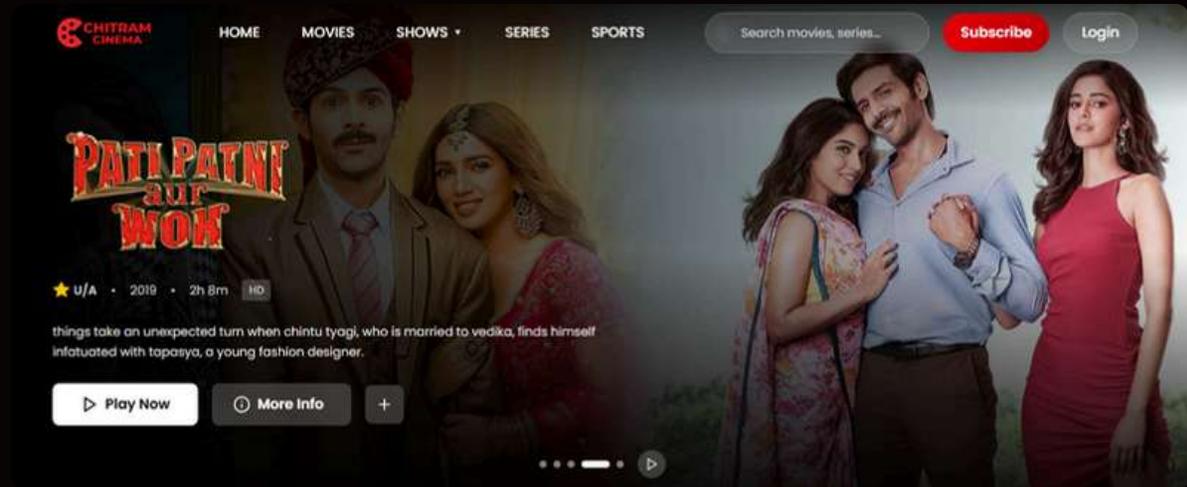
Entertaining unscripted content packed with drama and fun.

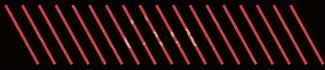
- **Regional Specials**

Exclusive shows in Indian languages that reflect local culture.

- **Podcasts**

Listen to expert talks on health, fitness, politics, and education.





# TECHNOLOGY

We are working with modern streaming tools that allow fast streaming, language switching, and a user-friendly design.

01



Modern Streaming  
Infrastructure

02



Smart Language  
Switching

03

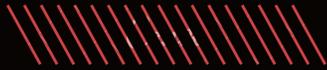


Optimized for All  
Devices

04



User-Friendly  
Experience



# BUSINESS MODULE – AD PLACEMENTS

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- Our business module empowers partners to showcase their brands to a targeted, entertainment-focused audience.
- By leveraging high-visibility placements across our platform, advertisers can drive awareness, engagement, and measurable marketing impact.



## Pre-Roll

Displayed before the content begins, capturing the audience's full attention at the start



## Mid-Roll

Placed in the middle of the content, ideal for longer videos where viewer engagement is sustained.



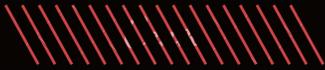
## Banner Ads

Our website's hero section will showcase banner ads for high-impact audience engagement.



## Road-Block Ads

Displayed across all ad spaces at the same time, capturing full audience attention and ensuring strong brand recall.



# ADVERTISING & PARTNERSHIP DECK

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## Advertising Strengths

- High viewer retention for maximum ad visibility
- Multiple touchpoints across **Mobile**, **Website**, and **Smart TV**



## Brand Opportunities

- Precision targeting by language, genre, and audience profile
- Flexible ad formats: video, display, interactive, and branded content



## Performance & Reporting

- Real-time analytics on reach, engagement, and conversions
- Transparent campaign tracking for measurable ROI (Return on Investment)

# AUDIENCE LOVE



## Pati patni aur woh

2h 8m U/A 2019 Trending HD

▶ Resume

### Description

things take an unexpected turn when chintu tyagi who is married to vedika, finds himself infatuated with tapasya, a young fashion designer.

 Watchlist
  Like
  Share
  Download

### More Like This



 Home
  Search
  Exclusive
  Download
  Profile



## Clutter-Free Experience

We keep things simple—no distractions, just easy access to the content you care about.



## Designed for Everyone

From kids to seniors, our platform is intuitive and friendly for all age groups, ensuring a smooth journey for every viewer.



## Stories That Matter

Every title is chosen with care to reflect real emotions, values, and everyday life—stories that stay with you.



## Built on Feedback

We listen to our audience and continuously improve the experience based on what they love and need.

