7 P’S of Making & Marketing Strategies of PVR Cinema Hall

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Abstract
Modern amenities to their customers like computerized ticketing, escalators, clean & hygiene customer sphere, digitalization of all facilities online contest for the viewer’s etc. this paper is focused on various marketing strategies following by PVR cinema in India. It is also nigh lighted the combination of 7p’s of marketing and PVR cinema’s marketing strategies to acquire their desired goals. PVR gives all facilities to their viewers for enriching their life style & high standard of living.

INTRODUCTION
Todays the cinema hall business is one of fastest growing sector in the entertainment industry, entertainment an affected the whole life of Indian customers. The research paper is related with marketing strategy of PVR CINEMA current situation the entertainment industry of PVR CINEMA has been totally changed due to the multiplex culture. The digital India & make in India concept evoking media and entertainment industry to go with digital India. There are more than 200 digital lavish cinema halls in India. They are providing life changing experience to the viewer. The people of India attracted towards multiplex culture day by day. Multiplex not only provides cinema viewing experience but also gives lots of amenities & facilities in one roof to the customers. Life foods & beverages, smoking zone, cafeteria, escalators, posh ambience, comfortable chairs & and many more.
The present study is based on PVR cinemas marketing strategies similar with 7p’s of marketing mix PVR journey from single screen cinema hall to grand chain of multiplexes in India. It is also a ware viewer to know now the marketing strategies influencing the decision of people towards PVR CINEMA. PVR since from its beginning is considered as one of its kind and has attained a premium positioning in market. The study is required to observe what drives has been taken PVR to move forward even in such a tough competition and keep sustaining and maintaining the place of a market leader in multiplex industry. The aim of the study to know different types of variables that attract people towards PVR cinema.

Background of the study
Priya exhibitor’s pt. Ltd. Is a part of the diversified bijli group. Which has interests in transport, finance and construction the industry in late 80’s when the t on slaughter of video wars at its peak cinema has now trends in cinema exhibition reaching India’s TV. To cater to the increasingly sophisticated tastes of the audience priya exhibitor pt. Ltd. totally refurbished the existing cinema in June 1991 including installation of a Dolby stereo sound system. They also gained distributors mainly warner Brothers. 20th century fax, united international pictures.
Priya exhibiter ltd have taken the next step to launch their first multiplex in Road show ltd, Australia’s leading Entertainment Corporation.
PVR is a brand name synonymous with state of the art cinema exhibition in India PVR specializes. PVR cinemas are the leading cinemas in the country with an embassies design,
technology and service. The company has begun a joint venture agreement between priya exhibitor’s private limited and village road show limited in 1995 with 60:40 ratios began its commercial operations in June 1997 with the launch PVR anyapam in saket, India’s first multiplex. By introducing the multiplex concept in India, PVR cinemas brought in a whole new pradism shift to the cinema viewing experience high class seating state of the art screens and audio_visual systems.

Story has it that devil struck twice the bijii family, the owners of the PVR ‘s. in 1992, ajay bijis father died at the age of 60. Then in 1994, a fire broke out in the family’s trucking company’s go down spread over 100,000 square feet. Although he lost heavily, he had a road that he called tread that of the running the family’s movie hall business. A distributor of Hollywood film’s movie put him in town with Roads now, which wanted to expand in India. Although it was initially undertaken to renovate the vasant vihar hall and to convert priya into a multiplex, but ajay bijli began to look for another location and zeroed in an Anyapam, in south Delhi’s saket area, which was dilapidated, bijli took it an lease and converted it into a multiplex sowing the seeds of the multiplex phenomenon in the country.

Today PVR has a total 150 screens in 35 multiplexes across India; PVR commands a significant presence in New Delhi and NCR with 37 screens in 13 multiplexes. PVR also gained popularity in Chennai, Lucknow, Indore, Hyderabad and Bangalore. It is expanding other parts of the country especially in Mumbai with opening of PVR June, where there are many other established multiplex, PVR also situated in Pune near koregaonpark. It has recently launched its premium brand, PVR premier, targeted at urban consumers in metros, with the opening of PVR select city walk the company operates two other brands PVR talkies the no-frills cinemas for consumer in tier II cities and the original PVR cinemas targeted at the urban & semi urban consumers. PVR additionally plans to invest • 300-400 crore to open 250 screens by2017.

The company has tie up with Bijli family, needed by MP. Ajay bijli an Indian promoter’s and village Road show limited of Australia, one of the largest multiplex operators in the world with more than 1500 screens under operation.

PVR FIRSTS
- First to launch a multiplex in India PVR Anupam saket, Delhi.
- First to launch India’s biggest 11 screens multiplex- PVR Bangalore.
- First bring premier movie viewing to India with the exclusive Europa cinema and lounge at PVR Gurgaon.
- First to introduce gold-class cinemas in India at PVR, Bangalore.
- First to receive intuitional funding in the cinema industry from ICICI venture.
- First to offer computerized & online ticketing service.
- First to introduce mobile based information & ticketing service.
- First to launch loyalty program moviegoers in India.
- First to launch movies first monthly magazine that updates the movie lovers on the latest Hollywood.

As a part of their worldwide strategy, they decided to concentrate on the production business and on exhibition business in those areas where they have majority control and have the critical mass of screens. In line with the strategy they exited from almost 20 countries worldwide, including India. PVR was exposed to best business and operational practices in the cinemas exhibition industry and was able to revolutionize the way to go to cinemas.
Objectives of the study

➢ To study about marketing strategies of PVR cinemas.
➢ To check the effectiveness of marketing strategies of PVR cinema.
➢ To know the 7p’s of marketing mix joined hand with marketing strategies of PVR cinema.

Methodology

The secondary data has been taken for the study. Especially the data has been collected through various books, magazine interest articles, research papers, reports etc.

Discussion

Marketing strategy is a continuous process in the field of selling and distributing products and services. Marketing strategy fulfills the organizational objects and plans marketing strategies are dynamic and interactive in nature. They are partially planned and partially unplanned. Internal and external factors are affected on marketing strategy of the business. Like marketing mix, play performance analysis and strategic target market analysis as well as the element of the technological, economic, cultural or political/ legal envirment likely to impact success.

Marketing strategies of PVR CINEMA

✓ Segmentation:
On the basis of customer preferences PVR under the clustered category PVR concentrate on target audience they only cater to the premium movie going audience. It has approximately 22 million movie gets per month.

✓ Targeting
PVR has premium pricing and they target mainly on customer preference. Its uses concentrated method as they have targeted a much focused audience out of the entire masses.

✓ Positioning
PVR makes use of all their tangible elements to prove their customers that their movie tickets are worth the price they are paying. PVR ensures the customers as a superior brand in terms of cinema viewing as well as the experience.

✓ Entertainment marketing
Entertainment services include screening of movies, their premiers, press & media, required special screening of movie show & also different types of eatable served within the multiplex.

✓ Movie marketing
It can create a brand image for the company. It focuses on movie marketing that are big screened along with crating & making aware the people about the multiplex. Various media channels are invited to cover the whole premier events which has positive effect on the multiplex, stars, media channels are invited of huge celebration

✓ Café marketing
It’s a new concept launched by the multiplex to marketing the movies. Its promoting movie with the help of eatable sold in the cafeteria within the premises of the multiplex. Here the eatables are named after the movie.
✓ Special events marketing
Multiplex also screens special events such as cricket matches, documentaries & also to organize celebration of religious festivals as well as the special days like valentine day, independence & republic day. Also it arranges birthday parties as per viewer’s demands.

✓ Tie up with various corporate
Multiplex has tie u with corporate associates. It’s like the corporate organized or they host the events that are conducted in the multiplex & in turn the multiplex gives it sales indirectly.

✓ Movie shooting & advertisement
Multiplex also allows shooting for movies & advertisements as it helps to publicize & create a brand name for itself. Movie shootings advertisements take place here because of the ambient factors & also space the as the movie makers are not given the premises free of cost.

✓ Special screening of Hollywood movies
Multiplex arranges the screening of Hollywood at their theatres. These special screenings are referred as midnight matiness. It is an innovative attempt on the part of multiplex to combine various elements of leisure & partying with cinema viewing.

MARKETING MIX- 7P’S

▪ PRODUCT
The customer comes to a cinema hall for, along with the attendant experience of PVR. The expected product in PVR’s case world be ambience, hygiene, parking, candy bar etc. PVR has augmented its product offerings luxury cinema with exclusive auditoriums, fally reclining seats & many more, but booking, e-booking & tele-booking facilities providing by PVR to their patrons. PVR also provides parties at PVR, movie newsletter and magazine, movie vouchers to the viewers.

▪ PRICE
PVR comes across as a superior brand in terms of cinema viewing as well as the experience. PVR market leader to set its own prices price that are originally started from 120 to 500RS. The high pricing has not led to any change in the footballs that PVR gets viewers are enjoying superior ambience, environment, seating, viewing etc. With these ticket charges.

▪ PLACE
PVR cinema halls usually situated at good location in the cities of India and abroad. Their places are always well situated and are well lined PVR also having their own distribution channels for movie.

▪ PROMOTION
PVR gives advertisement on Friday about latest movie schedules in ‘Times of India’. As well on won website. It has also a host of online promotional contests associated with movie. They are also in collaboration with cellular services like Airtel have sms and win contest and give out free tickets to the winners. They also arrange commercial shooting, premiere shows with leading film star and fun events for children while screening animations.

▪ PEOPLE
PVR has given free tickets for their employees to view film in the cinema hall, gives 10 national holidays to employees very great importance is given to person hygiene and appearance clean uniform and shoes, job performance evaluation at the completion of first 90days of employment. Employees are taught deal with safety problems regarding accidents, fire, bomb threat, armed robbery etc. All trainees are made to train at all departments like ticket sales, computers service...
skills, cash handling sales, credit & sales etc. so employees persuading brand of PVR with their friendly, informed, helpful, reliable, cheerful entryastic, nature, therefore, the audience can easily relate and communicate with them.

- **PHYSICAL EVIDENCE**

Customers are not only see a service but also see various tangible service like facilities, communication, objectives, other customers, price etc. on the basis of these PVR provides the lavish building, layout, colors of interiors, tickets, labels, logo of the cinema hall to formulate a good unified corporate image/identity.

**CONCLUSION**

Purpose of any research to accomplish the objectives farmed by the researcher PVR cinema hall has taken all the efforts to influence the viewers to their cinema halls. They make pure planning to achieve marketing strategies of the multiplex. They keep adding something new to their services to make their customers always fully satisfied and maintain their market leader in the industry. Thought whatever PVR cinema is doing for their brand is adding to their popularity PVR also to take all the strategies regarding 7p’s of marketing mix like product, price, and place. Promotion, people, physical evidence, process etc. but there is still some scope of improvement as the multiplex industry now a days is full in it. It was concluded that, multiplex has become the biggest source of entertainment for the present generation. They want all less than one roof that makes the desirable growth multiplexes in India.

Today PVR cinema hall has become a well-known brand in the field of multiplex theatre first time in India PVR cinema provides all

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