



ABSTRACT

Cinemas - Tamil Nadu Cinemas (Regulation) Rules, 1957 – Revision of rates of admission for Cinema Theatre – Amendment to rule - Orders – Issued.

Home (Cinema) Department

G.O.(Ms) No.740

Dated: 06.10.2017

Read:

1. G.O.(D)No.274, Municipal Administrative & Water Supply (Election) Department, dated 10.07.2017.
2. From the Cinema Associations letter, dated 22.07.2017.
3. G.O.(Ms)No.102, Municipal Administrative & Water Supply (Election) Department, dated 26.09.2017

ORDER:

In the Government Order first read above, the Government have formed a High Level Committee with the Additional Chief Secretaries/Principal Secretaries/ Secretaries of the Departments concerned and the representatives from the Tamil Film Chamber of Commerce and the Tamil Film Producers Council to examine various issues relating to Cinema Industry including request of Cinema Associations for revision of the rates of the Cinema Tickets.

2. During the High Level Committee meeting, the representatives from various Associations from the Cinema Industry have represented that the film industry is facing lots of difficulties due to Video-Piracy, increase in the expenses in running the theatres and film making and enhancement of Entertainment Tax from 20% to 30%. The Associations have further stated that in view of introduction and enforcement of Goods and Services Tax, they will not be in a position to make films and to operate the cinema theatres at the existing rates of admission and many theatres are being closed

in view of increase in the expenditure and incurring losses. The Cinema Associations have therefore requested the Government to revise the rates of admission to the Cinema Theatres in Tamil Nadu as detailed below:-

Greater Chennai

Types of Theatres	Maximum	Minimum
Multiplex and AC Theatres	Rs.160/-	Rs.50/-
Non-AC	Rs.120/-	Rs.40/-

Other than Chennai City

Types of Theatres	Maximum	Minimum
Multiplex and AC Theatres	Rs.140/-	Rs.50/-
Non-AC	Rs.100/-	Rs.30/-

3. As per rule 83 (1A)(c)(i) of the Tamil Nadu Cinemas (Regulation) Rules, 1957 the Minimum and Maximum rates of admission to theatres located in the areas are as detailed below:-

Rates of Admission

	<u>A/c Theatre</u>	<u>Non A/c Theatre</u>
<u>Municipal Corporations</u>		
Minimum	Rs.10/-	Rs.7/-
Maximum	Rs.50/-	Rs.30/-
<u>Municipalities:</u>		
Minimum	Rs.5/-	Rs.4/-
Maximum	Rs.40/-	Rs.30/-
<u>Town Panchayats</u>		
Minimum	Rs.5/-	Rs.4/-
Maximum	Rs.25/-	Rs.20/-
<u>Village Panchayats</u>		
Minimum	Rs.5/-	Rs.4/-
Maximum	Rs.15/-	Rs.10/-

(iv) The maximum and minimum rates of admission to the theatres in the Multiplex provided with the following items shall be of Rs.95/- and Rs.10/-, respectively:-

1. Two or more fully air-conditioned theatres.
2. Total Capacity of all theatres not less than 800 seats.
3. Seat with width (pitch) of not less than 20 inches.
4. Distance between rows not less than 1050mm (41.5 inches)
5. 100 percent power back-up by generators.
6. Xenon or Digital Projectors.
7. Digital Sound system or DTS
8. Three Main Speakers.
9. Three way Speakers.
10. Surround speakers system.
11. Toilet Urinals with automatic flush.
12. Air-conditioned Lobby.
13. Computer ticketing.
14. Web ticketing.
15. Home Delivery of Tickets.

(v) The maximum and minimum rates of admission to the theatres in the Multiplex provided with 10 items out of 15 items mentioned in clause (iv) above including the following 5 items shall be of Rs.85/- and Rs.10/-, respectively:-

- (1) Two or more fully air-conditioned theatres.
- (2) Total capacity of all theatres not less than 800 seats.
- (3) 100 percent power back-up by Generators.
- (4) Xenon or Digital Projectors.
- (5) Digital Sound system or DTS

(vi) The maximum and minimum rates of admission to the theatres in the Multiplex having more than three theatres with

air-condition and with family entertainment and restaurant facilities shall be of Rs.120/- and Rs.10/-, respectively.

4. The High Level Committee has since made the following recommendations regarding revision of rates of admission to the cinema theatres in Tamil Nadu:-

- The ticket prices proposed by the Film representatives are very high. Hence, in the interest of public welfare, livelihood of the Film Industry and the financial situation of the State, the ticket prices may be increased by 25% over the existing base price.
- However, increasing the Minimum ticket rates of Rs.5/- and Rs.10/- by 25% will lead to a fractional value. In order to avoid any confusion due to this, the minimum ticket prices may be revised from Rs.5/- to Rs.10/- and from Rs.10/- to Rs.15/-.

5. The Government after careful examination have decided to accept the following recommendations of the High Level Committee in para 4 above regarding the revision of rates of admission to the Cinema Theatres in Tamil Nadu.

- (a) To increase the ticket prices by 25% over the existing base price.
- (b) To revise the existing rates of admission from Rs.7/-, Rs.5/- and Rs.4/- to Rs.10/- and from Rs.10/- to Rs.15/-.
- (c) Accordingly, the Government direct that the rates of admission to the Cinema theatre in Tamil Nadu shall be revised as detailed below:

(i) **Rates of Admission**

	<u>A/c Theatre</u>	<u>Non A/c Theatre</u>
<u>Municipal Corporations</u>		
Minimum	Rs.15/-	Rs.10/-
Maximum	Rs.62.50/-	Rs.37.50
<u>Municipalities</u>		
Minimum	Rs.10/-	Rs.10/-
Maximum	Rs.50/-	Rs.37.50/-

Town Panchayats

Minimum	Rs.10/-	Rs.10/-
Maximum	Rs.31.25/-	Rs.25/-

Village Panchayats

Minimum	Rs.10/-	Rs.10/-
Maximum	Rs.18.75/-	Rs.15/-

- (ii) the maximum and minimum rates of admission to the theatre in the Multiplex specified in clause (iv) of Rule 83 (1A) (c) of Tamil Nadu Cinemas (Regulation) Rules, 1957 shall be of Rs.118.80/- and Rs.15/-, respectively.
- (iii) the maximum and minimum rates of admission to the theatre in the Multiplex specified in clause (v) of Rule 83 (1A) (c) of Tamil Nadu Cinemas (Regulation) Rules, 1957 shall be of Rs.106.30/- and Rs.15/-, respectively.
- (iv) the maximum and minimum rates of admission to the theatre in the Multiplex specified in clause (vi) of Rule 83 (1A) (c) of Tamil Nadu Cinemas (Regulation) Rules, 1957 shall be of Rs.150/- and Rs.15/-, respectively.

6. The above orders will take effect from 09.10.2017. The Cinema theatre licensees shall make an application to the licensing authority concerned with "C" form licence for making necessary entry/endorsement for revision in rates of admission. The licensing authority shall return the "C" form licence with necessary entries.

7. Necessary amendments to the Tamil Nadu Cinemas (Regulation) Rules, 1957 will be issued separately.

8. The Additional Chief Secretary/Commissioner of Land Administration is requested to send necessary draft amendments to the Tamil Nadu Cinemas (Regulation) Rules, 1957.

(BY ORDER OF THE GOVERNOR)

NIRANJAN MARDI
ADDITIONAL CHIEF SECRETARY TO GOVERNMENT

To

The Additional Chief Secretary and
Commissioner of Land Administration, Chennai-5.
All District Collectors (except District Collector, Chennai)
The Commissioner of Police, Chennai-7.

The President, Tamil Film Chamber of Commerce,
No.152, Purasaiwalkam High Road, Kellys, Chennai-10.
The President, South Indian Film Chamber of Commerce,
605, Anna Salai, Chennai-6.
The President, Tamil Nadu Film Exhibitors Association.
16, Poes Road, 3rd Street, Teynampet, Chennai-18.
The President, Tamil Film Producer Council,
606, Anna Salai, Chennai-6.
The President, Chennai Cinema Theatres Owners Association,
Chennai.

Copy to:

The Municipal Administration and Water Supply Department,
Chennai-9.
The Commercial Tax and Registration Department, Chennai-9.
The Finance Department, Chennai-9.
The Hon'ble Chief Minister Office, Chennai-9.
The Senior Personal Assistant to Minister for (Information and Publicity),
Chennai-9.
The Private Secretary to Additional Chief Secretary,
Home, Prohibition and Excise Department, Chennai - 9.
SF/SC

//Forwarded by order//

Dr. Jayagan

6/10/17

SECTION OFFICER

DR
6/10/17