

# THE EXCITING SIDE OF BUSINESS

## DISCOVER INDIA'S FASTEST GROWING ENTERTAINMENT CHAIN

SVM Bowling & Gaming is a fully integrated entertainment company with an enduring passion to bring international standard bowling, gaming and entertainment to India. In a very short span of time, SVM has captured the imagination of numerous enthusiasts and has taken giant strides in spreading unparalleled excitement across India.

In 2009, SVM opened its doors to Hyderabad's Bowling & Gaming lovers with a first-of-its-kind multi-level entertainment destination. Funneled with a best-in-class 5" glow" lane Bowling alley, a first in Hyderabad, and the wildly inventive up-class Sports Bar, SVM took entertainment a few notches higher. SVM Bowling & Gaming is one of the most profitable centers in India and has a robust impact amongst the thrill-seekers.

After hitting the home run with its very first project, SVM has spread its wings across Telangana, Andhra Pradesh, Gujarat, Karnataka & Tamil Nadu.



## Company

Launched in 2009, SVM is India's fastest growing entertainment chain.

## Technology

Affiliations with international organisations like IAAPI, IAAPA, GTI etc. enables SVM to possess a strong technological edge.

## Suppliers

SVM has strong national and international alliances with suppliers and manufacturers from US, Europe, China etc.

## Customers

SVM is currently present in 6 cities of 5 states in India. The cities range from Tier 1 to Tier 3 cities across India.



# Vision

To be the new face  
of entertainment.

# Mission

To create landmark family  
entertainment and recreation  
hubs of offering innovative  
choices.



## T H E G A M E M A K E R



### **VIJAYENDER TULLA**

Founder & Managing Director

Mr. Vijayender is the Chairman and Managing Director of SVM and he has more than 11 years of rich experience in Information Technology, Healthcare, Hospitality, Infrastructure, Real Estate, Gaming and Entertainment industry in various capacities.

In addition, Mr. Vijayender was the founder of Resource America Information Technology (RAIT), an entity focused on Software Development and Human Resources. He has also been associated with Megasoftware as a Vice-President - HR, where in he was responsible for managing the resources for the World Bank, Washington DC. Also, he is on the board of many reputed companies such as Vandanam Constructions Pvt. Ltd, Sri Venkateshwara Media and Broadcasting Pvt. Ltd and Medmax Healthcare LLP.

**FOOT-FALLS**

**40,00,000**

**CO-BRANDING**

Co-branding with several companies like Shoppers Stop, Radio City, Airtel etc.

**TRANSACTIONS**

**30,00,000**

**FANS**

**40000+**  
fans on Facebook

**TIME SPENT**

Average time spent by a customer in each visit is 40 minutes.

**EMPLOYEES**

**200+** employees



**In this decade**

**India will have the youngest population in the world**

**The average spending power of an Indian will increase by over 20%**

**India is and will continue to experience mall revolution**

**Entertainment centres will continue to become anchors for driving footfalls in a mall**

**Space allocated to an FEC will increase dramatically**

**Latest technologies will further reduce the waiting time for customers**

## MULTI-DIMENSIONAL OFFERINGS

### Mini Gaming Centres

Shop-in-Shop Concept  
Ideal for Tier 1 cities with expensive locations that offer brand value

### Family Entertainment Centres

Bowling alley, Arcade Games,  
Conceptual Games, Playpen etc.  
Ideal for Tier 1 & 2 Cities

### Youth Recreation Centres

Bowling alley & Sports Bar  
Ideal for Tier 1 & 2 Cities

### Arcade Gaming Centers

Arcade Games with selected conceptual rides  
Target customers are families with children  
Ideal for Tier2- Tier 4 cities in malls with high footfalls





**FRANCHISEE ENGAGEMENT:  
ADVANTAGES GALORE**

## Supplier Support

- Provide competitive prices for supply of products
- Provide least maintenance products from suppliers worldwide
- Provide spare parts of all machines to reduce downtime
- Source the latest product available internationally to increase the novelty factor of centre

## Project & Marketing Support

- Conduct negotiations with malls as it posses higher negotiation power
- Conduct heavy market research to understand required equipment as per market
- Provide the design consultant and handle the implementation if necessary

## IT Support

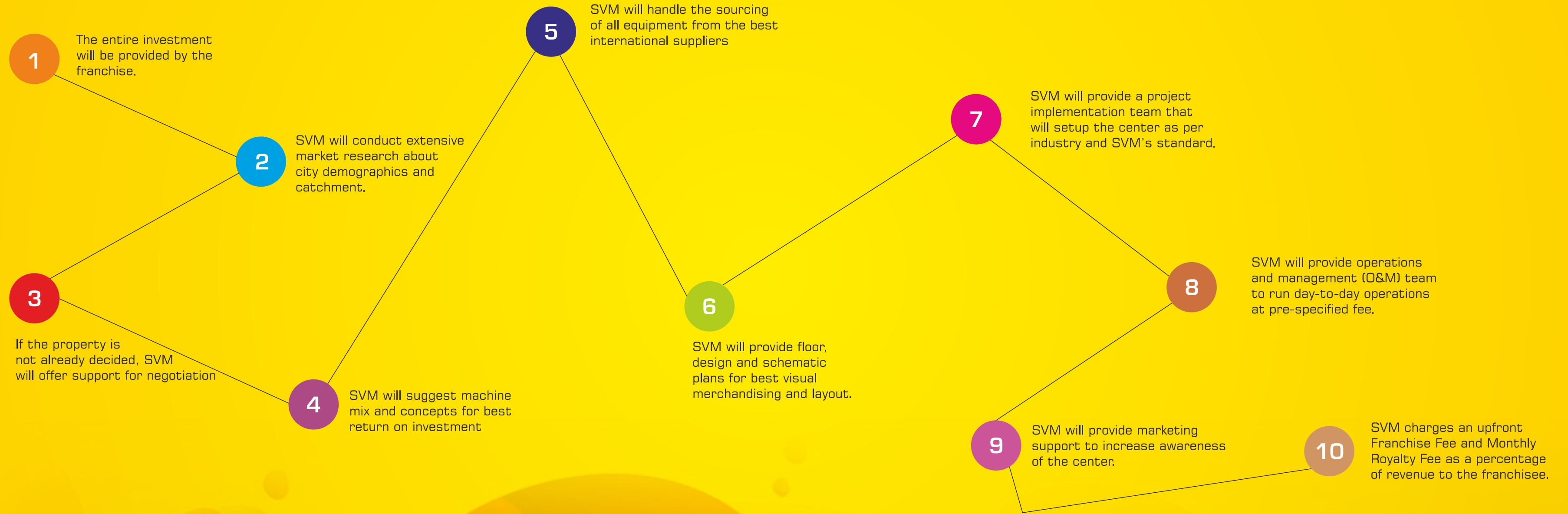
- Provide centralised servers that track every activity in the centre thereby reducing pilferage
- Provide customised IT systems to increase analytical support for centre

## Operations & Maintenance Support

- Provide in-house technical bowling and gaming experts
- Conduct required technical and soft skill training to all employees
- Leverage its highly qualified staff to reduce learning time required for all employee



# FRANCHISEE ENGAGEMENT: AN EXCITING OPPORTUNITY



# OPERATIONAL

## Hyderabad

SVM 36, Jubilee Hills  
City Centre Mall, Banjara hills  
6 Mall, Dilsukhnagar

## Vijayawada

LEPL Centro, MG Road  
LEPL Icon, Patamata

## Mysore

Mall of Mysore, Indira Nagar Extn,

## Madurai

Vishal De Mall, Gokhale Road,

## Surat

VR Surat, Dumas Road

## Mangalore

Forum Mall, Pandeshwara Rd.

# UPCOMING

## Vijayawada

Trendset Mall, Benz Circle

## Hyderabad

Forum Mall, Kukatpally  
Manjeera Mall, Kukatpally  
Maruti Mall, Chnadanagar