



GENERATED ON **20/10/2022**

# BUSINESS ASSESSMENT

Prepared for  
**vignesh**



# Company Profile

Company Name: **vignesh**

Industry Type: **Entertainment**

Industry Sub Type: **SHOWROOMS AND DISPLAY CENTRES**

Estimated Annual Turnover: **1000000**

Estimated Asset Value: **1000000**

Number of Employees: **50**

## Industry Outlook

As per BCG report, India's Media & Entertainment industry is expected to grow between US\$ 55-70 billion by 2030. Digital media in India is expected to grow at 30 % and will reach Rs. 27,759 crore (US \$3.62 billion) in 2022. Some of the key market trends to look out for in 2022 and beyond are:

1. **Digital & OTT Video** - We will see the streaming video industry mature as metrics evolve beyond subscriber counts to lifetime customer value, and existing business models expand to find greater profitability amid global competition. OTT video services market in India is likely to post a CAGR of 29.52% to reach US\$ 5.12 billion by FY26.
2. **Key Players** - Television is expected to account for 40% of the Indian media market in 2024, followed by print media (13%), digital advertising (12%), cinema (9%), and the OTT and gaming industries (8%).
3. **Live entertainment**—and the businesses and venues that rely on it— will face greater pressure to go beyond simply bringing people out of their pandemic cocoons, by offering enhanced experiences that are different from those in the living room.
4. **Fast Growing Gaming Industry** - The Indian mobile gaming market is growing at a pace in tandem with the global trend and is expected to reach US \$7 billion in 2025.

# Risk Outlook

 Extreme Risk

 Medium Risk



## Tips & Intructions

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## **This report has been prepared by**

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