

A REPORT  
FULL OF  
**SURPRISES!**



It's OUR food report

# INOX and Food! Now, don't be shocked.

If we were a  
restaurant chain,  
**(which we are  
in a way :)**  
we'd give the  
biggest restaurants  
in the country  
a run for their money.

Food and cinema create magic.  
We simply amplified this magic by crafting  
a great dining experience for our guests with  
celebrity Chef Vicky Ratnani. And the love our guests  
bestowed upon us is obvious in these astonishing  
numbers you are about to see.

**So, grab your seat and let the magic begin.**



# CINEMA FOOD REPORT

2022

The food choices of  
70mn Indian cinema goers  
at INOX in 2022.

So, next time when you  
Live the Movies at INOX,  
do not forget to  
Relish the Delicacies too.

## Foreword

I am delighted to present the first edition of Cinema Food Report 2022 – What India ate at cinemas in 2022.

**When India eats at the cinema, it is a moment to behold, a moment which is a confluence of two passions, movies & eating out!**

While we entertain more than 70mn guests across our 167 cinemas in 74 cities of India, we also offer them an array of thoughtfully curated food choices. As we take pride in yet another year of association with our beloved guests, we also thank them for being with us, celebrating with us, and spending their favourite moments with us, while munching on their favourite food.

With this Report, we wish to bring out some fascinating insights and trends, and some pleasant surprises, drawn from the F&B choices of our guests, who visited us in 2022.

The Report also brings forth some useful comprehension that will help us to serve our guests better. These interesting observations, also depict the depth and breadth of our menu choices, and the level of efforts put in by our Teams across India, to delight our patrons. With constant innovations, re-engineering of offerings and a strong intent to serve and delight, we have been taking our food story to newer heights, and this Report is just the right testimony to that. I invite everyone to enjoy the captivating facts and figures from the Report, and celebrate the amplification the year 2022, brought for all of us.

**Alok Tandon**  
CEO, INOX Leisure Ltd.





## Dinesh Hariharan

Vice President,  
Food & Beverages  
INOX Leisure Ltd.

The downtime during the Pandemic presented an opportunity for us to introspect, reengineer and adopt an entirely new approach for our F&B services.

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**We set new ambitions to achieve tremendous growth while ensuring great taste, awesome services and an impeccable experience for our patrons.**

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The phenomenal conclusions in our maiden Cinema Food Report 2022 are a testimony of the love & affection showered by our patrons on us. Enjoy the Report, and be surprised.

My travels around the globe inspire me to create new dishes with cultural and seasonal influences, which reflect on the innovations which we have created on the INOX menus across the country. It allows us to live up to the expectations of our audiences, for a meticulous, detailed and a smartly planned food selection.



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**The Cinema Food Report 2022 provides valuable understanding and an extremely insightful view of the choices and preferences of this audience.**

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Go ahead and read this mouth-watering Report!

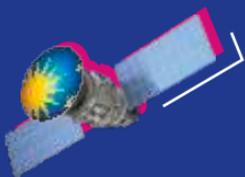
**Chef Vicky Ratnani**

**OMG! What's that?**

**Our popcorn sales  
shot through space.**

Literally.

**1032kms**  
high to be precise.



We sold a whopping

**863**  
**TONNES OF**  
**POPCORN**

this year. To put it in perspective, if we placed these tubs atop each other, the stack will reach outer space.

# Our Samosas Made a Chain From Mumbai to Valsad



If we line up the

**19.38 LAKH SAMOSAS**

we sold this year, they will cover a distance of **197 Kms**, exactly the distance between Mumbai to Valsad.

And here are some bheja Fries numbers:

We sold **82 tonnes Fries** this year.

**Naaacho...**  
nacho-nacho-  
nacho-nacho-  
nacho **yaar**  
**nacho!**



We sold  
**Nachos**  
weighing equivalent to  
**2.5 Boeing 737-800**  
**aircrafts. amigo!**

At **7.88 MT**, Mumbai alone ate more **POPCORN** than 29 cities of India.

MUMBAI



## Samosa went South

With 3 major southern cities (Bengaluru, Chennai and Hyderabad)

gobbling **10.7%** of total Samosas sold at INOX nationally.



Bengaluru techies loved crunching codes and nachos

Consuming **11.25%** of of the total Nachos sold at INOX across India.



**South**

is all Puffed up with just 3 cities (Chennai, Madurai & Salem)

Consuming **55%** of **3,38,859** puffs sold at INOX



Our health food caught on with moviegoers with **Vegan Protein Burgers** — topping the list

We filled 1.5 Olympic sized swimming pool with Coke... and spilt some too.



## Chai-Chai Kaafi-Kaafi

Cinegoers guzzled

**20.28**  
**LAKH CUPS**

of Tea and Coffee  
in the year!



Rolkata zyada  
Coke-khata

at **343740.87 Lt.**

it guzzles more Coke than any  
metro city.



In cinemas,  
**Zyada Coffee  
peeta hai India**  
as coffee is consumed  
**4.5** times more  
than tea

**Moroccans  
made an impact  
here too**



With Moroccan Green Tea  
topping the health drink category

Moviegoers

LOVE  
TRIANGLES

more  
than  
circles



No wonder they preferred  
sandwiches over burgers and pizzas.



Sandwiches  
516958



Burgers  
286621



Pizzas  
174953

Madurai  
and Salem

were among the

TOP 10  
SANDWICHES  
CONSUMING  
CITIES

ahead of   
Lucknow, Gurgaon,  
Pune & Delhi

Vizag 

consumes more  
BURGERS  
than Mumbai,  
Lucknow, Gurgaon  
and Kolkata



# They Scream Ice-Cream And we donut mind :)

As these were  
the most preferred  
desserts of the  
moviegoers!

Ice-cream is a  
hot favourite of

**Rolkata &  
Madurai**

As they jointly consumed

**26%** of the total  
ice-creams sold  
at INOX across India.

**Did Chennai  
confuse it with  
Medu Vada??**

Maybe,  
because it  
consumed

**75%** of all  
**donuts sold**  
across INOX  
theatres.

You know  
why the  
Chinese love  
Indian  
movies?



**Because  
Indian moviegoers  
love Chinese.**

No wonder we  
ended up serving

**10.96** Lakh  
pieces of  
**Dimsums**

&

**40,000+**  
**Noodle**   
and  
**Fried Rice**  
dishes in the year!

**Kolkata  
maange  
MOMO**

At **2.21** Lakh  
pieces.

Kolkata tops the  
list of momo eaters  
followed distantly  
by Delhi at

**79436**  
pieces.  

# And we didn't just celebrate movies.

We also celebrated  
festivals and special  
occasions

**18** occasion  
based Special  
Menus

**5000+**  
screening parties  
for families and  
corporates



**UFB**  
(Ur Favourite Brands)  
are our  
**OFB**  
(Other Food Brands)



More than  
**350** local food partners have put  
their outlets at INOX.



0 to 1  
in just  
over

**seconds**

We processed  
**29 Digital F&B  
Transactions**  
every minute  
of the year.

  
**Kolkata**  
orders early  
**Mumbai**  
orders late  
**Bangalore  
& Chennai**  
fall in  
between 

with most orders placed  
during these timings:  
Kolkata - **7pm to 8pm**  
Bangalore & Chennai - **8pm to 9pm**  
and Mumbai - **10pm to 11pm**

A food brand with  
**160+**  
outlets on

   
**across India.**

Only multiplex  
brand listed on  
**table  
reservation  
platform -  
eazydiner**

**THANK  
YOU!**

**NOW  
DIGEST  
THIS**

**INOX**  
LIVE *the* MOVIE

**#INOXFoodReport**

[inoxmovies.com](http://inoxmovies.com)