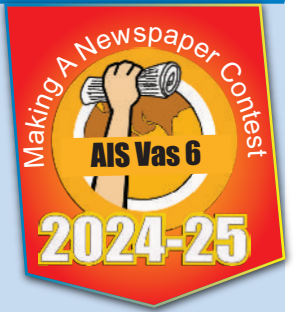
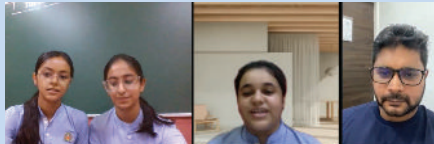


Movies beneath the stars

A Club That Redefines Movie Nights And Brings Cinema Closer To Nature



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 XI D, AIS Vasundhara 6



GT reporters interact with Sanchit

Entertaining ourselves in today's world has become simpler than ever. With a touch on our smartphones, we can instantly watch movies from any era or listen to songs from any artist. And yet, there are some things from our past that this digital revolution can't replace – the joy of watching films in an outdoor setting. To revive this cherished tradition, Sanchit Gupta came up with the unique concept of Sunset Cinema Club to create an unforgettable experience under the open sky. Let's find out more.

No fun like outdoors

Since its inception in 2017, the club has shown animated films, old classics, documentaries, short films, sporting events, and musicals as well, all accompanied with

food and beverages to provide a complete experience. "We wanted to bring cinema closer to nature and take it to venues which people don't normally access. This really breaks the monotony of going to a crowded mall," explains Sanchit Gupta, co-founder, Sunset Cinema Club. In fact, within a short span of time, the Club has been able to integrate itself with mainstream cinema-going experience and has also invited social media influencers. The venues are special too, ranging from public parks to luxury hotels and mall roofs.

Where audience is king

The key to the Club's success lies in the fact that the team has an insightful understanding of its audience. "There are three primary



Sunset Cinema Club in action

groups that we have been able to identify, couples who are in their 20s, a group of friends, and families with children aged 8-12," Sanchit reveals, "And we customise our screenings for each group, usually it's romantic comedies for couples, Bollywood films with songs and dance for friends, and animated films for families." The Club also ensures that it honours its audience's preferences through social media polls. This feedback helps them customise programming accordingly. And sometimes, the audience gives them the

brightest of ideas. "My favourite memory is of our first screening at Akshara Theatre in late 2016. It was a packed show, in an open-air amphitheatre, and people brought their own chairs and bean bags! This inspired us to have a similar set up at future events," he shares.

Focused on the mission

When it is about providing a service, the biggest test is creating a market. "Creating demand for this sector was our biggest hurdle. Educating consumers through digital marketing helped us overcome

this. Also, maintaining uniformity across all locations - since we operate in seven cities without franchising - was critical. Operational efficiency and keeping in touch with the ground realities are key," Sanchit explains. The Club plans to explore new frontiers, including private cinema experiences and more immersive fan parks. "Sports is going to be a big focus for us, as well as creating customised experiences for brands," he shares, adding, "We don't need to compete with OTT platforms. People come to Sunset Cinema for a cosy, memorable evening - something they can't get from watching at home."

Words of wisdom

"Show up every day if you want to achieve your dreams. It's not just about having ideas, execution is key. And while it's important to focus on the exciting parts of a business, doing the boring stuff every day is what truly leads to success," shares Sanchit.

Pics: Aditya Tyagi, AIS Vas 6, XI A



Curating vibrant art, the illustrators



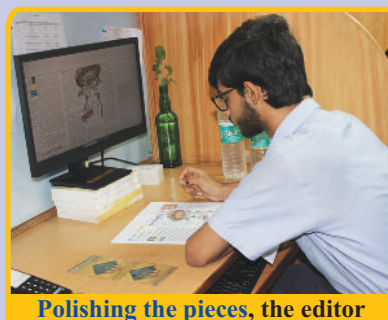
Creating masterpieces and memories that last a lifetime, the editorial team of AIS Vasundhara 6



In focus, the photographer



Putting thoughts on paper, the writers



Polishing the pieces, the editor



Brainstorming ideas together, the EB

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