



Government Of Tamil Nadu

ABSTRACT

Cinema-Revision of rates of admission for Cinema theatres-Orders-Issued.

Home (Cinema.I) Department

**G.O (Ms) No.1240
Dated : 23.12.2006**

Read:

1. G.O.MS.1322,Home (Cinema.I)dated.28.10..94
2. G.O.MS.1684,Home (Cinema.I)dated. 6.11.96
3. G.O.MS.317,Home (Cinema.I)dated.12.4.2002
4. G.O.MS.618,Home (Cinema.I)dated.17.7.2002
5. From the President Tamil Film Producers Council representation dated 19.12.06

ORDER:

In the Government Order first read above, orders were issued allowing the licensees of Cinema theatres to fix the rates of admission, except for the lowest class. Subsequently, in the Government Order second read above Government have issued orders specifying that the increase should be restricted to less than 75% of the rates prevailing prior to the issue of Government Order first read above except for the lower class.

2.In the Government Order 3rd read above, orders have been issued with regard to the rates of admission in cinema theatres as follows:

1. i) The Licensee of Cinema theatres will be allowed to enhance up to 75% of the existing rate of admission for all classes except the lowest class with due advance notice to the licensing authority and the Commercial Tax Authority.
2. ii) For the lowest class, the rates should not exceed Rs.10/- for cities of Chennai, Coimbatore, Madurai, Tiruchirappalli, Salem and Tirunelveli and Rs.5/- in other places and it should be so fixed as to be less than the rates for the next higher class.
3. iii) The cinema theatres should reserve for the lowest class 10% of their approved total seating strength as against 20% at present.
4. iv) The licensee of cinema theatres will be allowed to charge rates without ceiling being fixed for a period of two weeks from the date of commencement of exhibition of new film in that theatre with due advance notice to the licensing authority and the commercial tax authority.

3. The representatives of the Tamil Film Producers Council, Film Chambers, Film Distributors Association, Chennai city theatre Owner's Association have met the Hon'ble Chief Minister in person and handed over the resolution passed by them with regard to the admission rates in the cinema theatres in Tamil Nadu and requested the Government to implement the same. The Associations have also requested to cancel the existing orders which allows the licensee of cinema theatres to charge rate without ceiling being fixed for a period of two weeks from the date of commencement of exhibition of new film in that theatre.

4. The Government have examined the matter in detail. Considering that increase in the admission rates of cinema theatre affects the general public and reduces their entertainment opportunities, the Government have decided to accept the request of the various Associations of the Film industry mentioned above.

5. The Government accordingly direct that the rates of admission in cinema theatres shall be revised and refixed within the minimum and the maximum rates now prescribed as detailed below:

RATES OF ADMISSION

A/C Theatres Non A/C Theatres

Municipal Corporations

Minimum	Rs.10/-	Rs.7/-
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Maximum	Rs.50/-	Rs.30/-
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Municipalities

Minimum	Rs.5/-	Rs.4/-
Maximum	Rs.40/-	Rs.30/-

Town Panchayats

Minimum	Rs.5/-	Rs.4/-
Maximum	Rs.25/-	Rs.20/-

Village Panchayats

Minimum	Rs.5/-	Rs.4/-
Maximum	Rs.15/-	Rs.10/-

6. The Government also direct that the existing orders which allow the licensee of cinema theatres to charge rates without ceiling being fixed for a period of 2 weeks from the date of commencement of exhibition of new film in that theatre with due advance notice to the Licensing Authority and the Commercial Tax Authority shall be cancelled.

7. The above orders will take effect from 1.1.2007. The Cinema theatre licensees shall make an application to the licensing authority concerned with 'C' form license for making necessary entry/ endorsement for revision in rates of admission. The licensing authority shall return the 'C' form license with necessary entries.

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

9. The Special Commissioner of Land Administration is requested to send necessary draft amendments to Tamil Nadu Cinema (Regulation) Rules 1957.

(BY ORDER OF THE GOVERNOR)

S.MALATHI
Secretary to Government

To

The Special Commissioner and Commissioner of Land Administration,
Chennai -5.

All District Collectors-except Collector of Chennai.

The Commissioner of Police, Chennai .8

All District Assistant Commissioner of Commercial Taxes.

The Commissioner of Commercial Taxes Department, Chennai-5

The President South Indian Film Chamber of Commerce, 605, AnnaSalai,
Chennai-6

The President, Tamil Nadu Film Exhibitors Association, 16, Poes Road,
IIIrd Street, Teynampet, Chennai-18

The President, Tamil Film Producer Council, 606, Annasalai, Chennai-6.

Copy to:

The Secretary, Commercial Taxes and Registration Department, Chennai-9.

The Finance Department, Chennai-9.

The Secretary to Chief Minister, Chennai-9.

The Senior Personal Assist to Minister for Information,Chennai-9

The Home (Cinema.II) Department, Chennai-9

The President, Chennai Cinema Theatres Owners Association, Chennai.

//Forwarded By Order//

Section Officer