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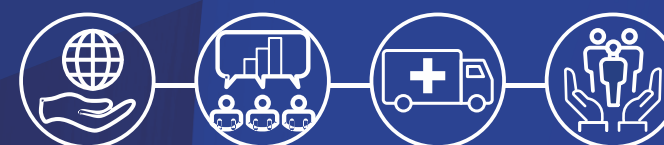


BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED
(A Mini Ratna Company, Under Ministry of Information & Broadcasting, Govt of India)

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Empowering rural India Creating livelihood

"Bharat HEERA Kendra" comprises of spaces for Healthcare, Education, Entertainment, Retail Activities and Digital Utility Center providing e-commerce services.





Project Introduction

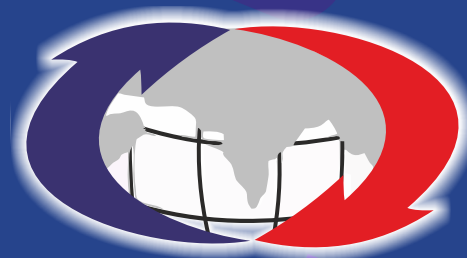
"Bharat HEERA Kendra" (BHK) comprises spaces for Healthcare, Education, Entertainment (Cinema Theaters), Retail Activities (HEERA) and a Digital Utility Center providing e-commerce services.

This unit will be set up amongst a cluster of 7 to 8 villages covering a population of 45 to 50 thousand within a radius of 5 to 7 kms requiring approx. 2,000 sq. m plot area (21,474 sq. ft.). Front of 52.5 meters facing tar road and depth of 38 meters and built-up area of 808 sq. m (8,700 sq. ft. approx).

Each BHK unit will have one health care centre named as Bharat Ayushman Kendra (BAK) with a built-up area of 1,000 sq ft. approx. including one pharmacy of 179 sq ft. approx. One smart classroom named as Bharat Smart Class (BSC) of 850 sq. ft. approx size and two cinemas with a total of 189 seats, with Audi 1 having a seating capacity of 125 seats covering an area of 1,290 sq. ft. approx. and Audi 2 of 64 seats covering an area of 660 sq ft. approx. equipped with Immersive Surround Sound System and Digital Projection equipments to support the streaming of Hollywood content. Apart from the above facilities, it will have a digital utility service centre and 12 shops (each of 10 ft. x 15 ft. size) to generate employment for 45+ local people. The Shops will be utilized to cater to the needs of the local people/ students as well as village farmers for selling products like pesticides/ fertilizers, other agricultural and locally required goods.

BECIL, BCPL & NCPL (A 100% subsidiary of UFO Moviez India Limited) have joined hands together to promote digital India mission including digital cinema services on pan India basis with a special focus on rural and semi urban areas. The BHK will have multiple services under one roof as well as multiple retail shops to service the needs of local population & visitors.





BECIL

Broadcast Engineering Consultants India Limited (BECIL) an ISO 9001:2015, ISO 27001:2013 and ISO/IEC 20000:2012 certified, Mini Ratna, Central Public Sector Enterprise of Government of India was established on 24th March 1995. BECIL provides project consultancy services and turnkey solutions encompassing the entire gamut of radio and television broadcast engineering viz; content production facilities, terrestrial transmission facilities, satellite and cable broadcasting facilities in India and abroad. It also provides associated services like building design and construction related to broadcasting, human resource related activities like training and providing man power. BECIL also undertakes supply of specialized communication, monitoring, security and surveillance systems to defense, police and para-military departments. BECIL has its head office in Delhi and corporate office in Noida. The regional office is in Bangalore.

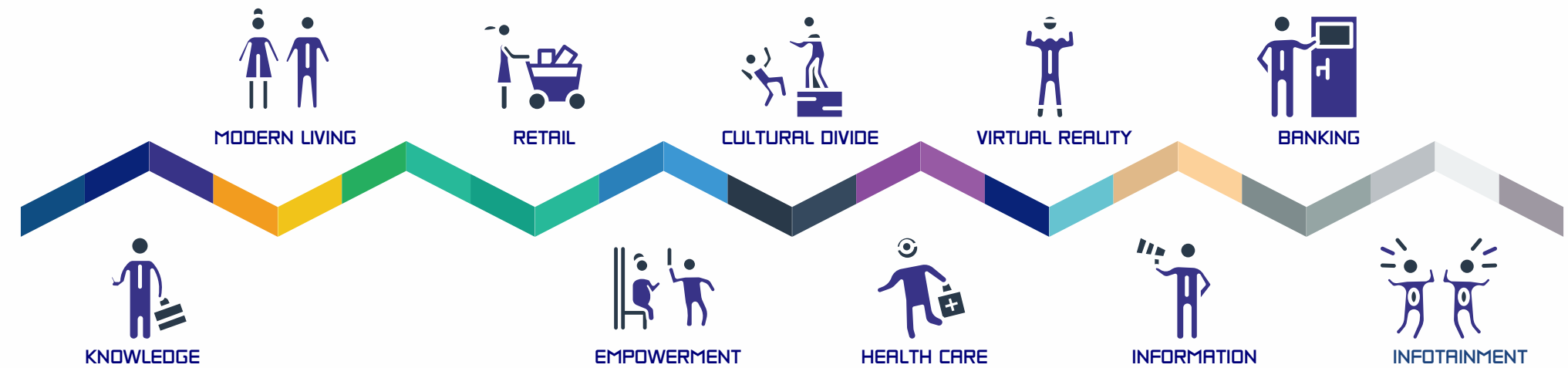
Over the years, BECIL has consciously groomed and developed a team of in-house, versatile and dedicated engineers and also cultivated and harnessing a vast reservoir of professionals drawn from various fields of broadcasting industry which includes public and private broadcasters, defense and cable industry. Through this network of resourceful technical professionals, BECIL has established its pan India presence to serve the needs of the industry.

BECIL has a vast reservoir of experts and integrates the expertise of All India Radio (AIR) and Doordarshan (DD), the national broadcaster of India, creating one of the largest Radio Networks catering to nearly a billion people and the world's largest Terrestrial Television Network supplemented by Analogue and Digital satellite Broadcasting services reaching out to millions of TV homes in India and abroad.

BECIL works as a consultancy agency, system integrator as well as a turnkey solution provider in the fields of Broadcast Engineering and Information & Communication Technology and other techno-based projects.



IT'S A MODEL OF DEVELOPING INDIA.



BCPL is a technology driven media & entertainment company which focuses on motion picture exhibition, event management and other allied media and entertainment services. BCPL has a special focus in rural India and has conceptualized multi-purpose centers (including clinic, mini theatre, virtual reality, centre certified education, retail marts, cafes, etc.). The concept for these multi-purpose centers, which include Health, Education, Entertainment, Retail Activity etc (HEERA). Under the brand names "Bharat Heera Kendra" and MODEL

BCPL has initiated the project "Bharat Heera Kendra" for the empowerment of rural India and the project is being managed by BECIL as a PMC. Designed as an integrated rural development project, this kendra with well-integrated, ultramodern Health Care & Education facilities, Entertainment and Retail Activities and Infotainment and Entertainment Community Centre, aims to break the cultural divide by creating a healthy & inspiring community centre concept which will go a long way in bringing the citizens of the village together as well as update their knowledge, experiences outlook and modern living culture.

BHARAT CINEPLEX (Entertainment Centre)

Powered by NOVA Cinemaz Private Ltd.
a 100% subsidiary of UFO Moviez India Ltd.

UFO
CINE MEDIA NETWORK



BECIL & BCPL have partnered with NOVA Cinemaz Private Ltd. (A 100% subsidiary of UFO Moviez India Ltd. to offer digital cinema services. UFO Moviez India Ltd. is pioneer of digital cinema in India and is India's largest digital cinema network and in-cinema advertising platform. It operates a satellite-based digital cinema distribution network using its UFO-M4 platform and D-Cinema network. UFO has also contributed to the revival of single screen cinemas in India and its secure technology has helped in substantially reducing Piracy. UFO will bring in all BHK centres audiences, 'day of release' (FIRST DAY FIRST SHOW) access to films. Approx. 18,000 films have been delivered and released in over 22 languages on UFO's M4-Platform and DCI Network since the beginning of UFO's operations.

The Bharat Heera Kendra will have two auditoriums with a total of 189 seats, one of 125 seats and the other of 64 seats. Equipped with Immersive



Surround Sound and Digital Projection Equipment to support streaming of Hollywood content. The auditorium will screen the latest movies on a first-day first-show basis.

BHARAT AYUSHMAAN KENDRA (Health Care Centre)

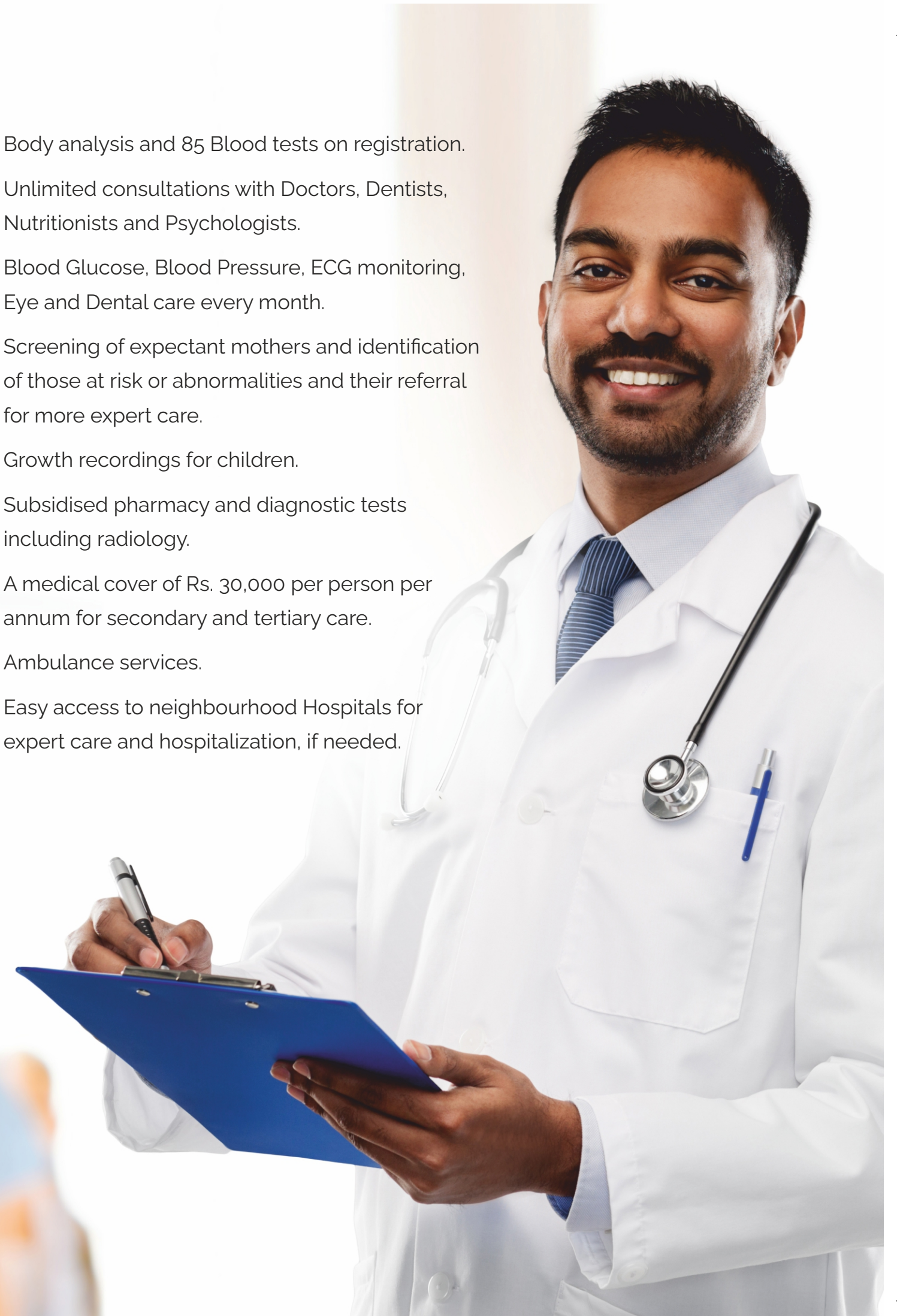


Bharat Ayushmaan Kendra will be set up in the Bharat Heera Kendra with 1,000 sq. ft. approx. (820 sq. ft. area of health facilities & 180 sq. ft. for pharmacy, which will provide services like general health, consultancy, X-Ray, Sonography, Dental care clinic, Pharmacy services, Minor Operation Theater with 3-4 medical emergency beds and pantry services to the patients and this facility will be managed by a renowned medical chain.



Enrolling members on a one time basis, BHARAT AYUSHMAAN KENDRA'S vision is to provide affordable, ethical and quality healthcare services to the clients.

- Body analysis and 85 Blood tests on registration.
- Unlimited consultations with Doctors, Dentists, Nutritionists and Psychologists.
- Blood Glucose, Blood Pressure, ECG monitoring, Eye and Dental care every month.
- Screening of expectant mothers and identification of those at risk or abnormalities and their referral for more expert care.
- Growth recordings for children.
- Subsidised pharmacy and diagnostic tests including radiology.
- A medical cover of Rs. 30,000 per person per annum for secondary and tertiary care.
- Ambulance services.
- Easy access to neighbourhood Hospitals for expert care and hospitalization, if needed.



BHARAT AYUSHMAAN KENDRA

MEDIFIT

(Health Care Partner)

The Indian healthcare scenario presents a spectrum of contrasting landscapes. At one end of the spectrum are glitzy steel and glass structures, delivering high tech Medicare to the well-heeled, mostly core urban Indian.



We recognize challenges that face the Indian healthcare system and we are ready to face a future, which is full of possibility and uncertainty in equal measure. As medicine advances, so does the complexity and price of healthcare. At Medifit, we firmly believe that the fight against ill health is a fight against all that is harmful to humanity. We are readying ourselves to provide safe, accessible, quality and affordable solutions to meet the healthcare challenges of India and other developing nations.

Medifit's vision is to transform illness into wellness and help people live a longer and a healthier life & its mission is to provide patients with an integrated, accessible and affordable primary healthcare system using ethical and best medical practices.

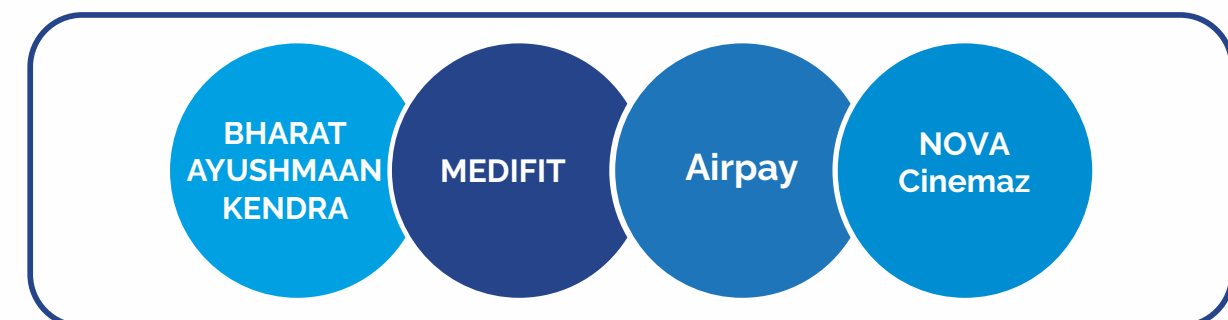
BHARAT AYUSHMAAN KENDRA centre will strive to be eco-friendly and provide general medicine, dentistry, paediatric care, advisory services on ENT, cardiac, ophthalmology, gynecology, nutrition and day care besides emergency facilities. Its center will partner with Radiology centres, Ambulatory services and neighborhood hospitals that provide secondary and tertiary health care.

It will also lay emphasis on Mother-Child Health ("MCH") services that constitute upto 2/3rds of the Medifit served population. It has partnered with Insurance companies to cover secondary and tertiary medical expenses for patients in case a situation may arise. Its centre will strive to educate



Below-Poverty-Line (BPL)/Low Income Group (LIG) people about their rights to access medical services in India including medical cover, hospitalization, pre and post operative care services etc. Its centre will host awareness campaigns, education programs on wellness, self and locality hygiene besides implementing preventive care plans.

Medifit's aim is to improve the health and wellness quotient of the socio-economically challenged population in various localities of India. Medifit, in its quest to extend its services to people beyond the radius of 5 kms proposes to launch a deep-discount card/ mobile app to help people avail hassle free discounts on Pharmacy, Diagnostic tests and other Health Care Services like physiotherapy etc.



BHARAT SMART CLASSES (Education Centre)



Bharat Smart Classes (BSC) in Bharat HEERA Kendra will be set up in 860 sq. ft approx. of built up area having a minimum seating capacity of 40+ students, which will be equipped with ultra-modern smart classes equipments and with Interactive Digital TV / E - panels & enabled with conference facilities & facial recognition with biometric attendance systems, which will be utilized as a local examination centre for different State/ Central Government's competitive/ academic exams & online teaching courses/ english speaking classes/ diplomas and certificates courses to the nearby students/ learners. Now the students of the local villages/ semi urban areas in the vicinity of the BHK centre or of adjoining villages shall not have to travel to cities or too far distances for education or exams related needs. The centre shall be managed/ operated by a renowned educational brand /chain. Apart from this , online degree courses/ skill development classes/ skills trainings in collaboration with skill development councils of State & Centre shall also be imparted in these centres. The BSC will be supervised by a local teacher & attendant, thus providing employment to the two local eligible citizens.



BHARAT E-SERVICES KENDRA

(Digital Utility,
E-Commerce Centre)



Situated in the BHK complex's segment of retail area & financial services area, this centre will be providing E-Commerce facilities to the nearby residents, including with various financial products & services such as Micro-financial services & other retail loans through fintech and all online citizen services. The E-Services kendra shall be managed & operated through a village level entrepreneur/franchisee having minimum 12th passed qualification and having standard operating knowledge of computer.



PARTNERS



Key services and product offerings

Digital Utility Center includes:



Banking:
ATM, Loans,
Fixed Deposits



Work assisted E-Commerce:
Online shopping, E-travel,
Healthcare, and Logistics



Insurance:
Life Insurance,
Health Insurance



Utility payment services:
Gas and Electricity bills,
Mobile recharges

These digital services are in line with the vision of Digital India initiative to transform India into a digitally empowered society and knowledge economy.

- Digital Infrastructure as a Core Utility to Every Citizen
- Governance & Services on Demand
- Digital Empowerment of Citizen

NOVA Mart & NOVA Cafe

By NOVA Cinemaz Pvt. Ltd.

(Retail & Cafeteria, F&B Services)



NOVA Mart is a mini-mart that endeavors to provide a unique and new-age buying experience to value-seeking customers. NOVA Mart aims to make itself accessible to people living in Tier 3 Cities/ Towns/ Villages of India by opening its outlets at every Bharat HEERA Kendra. NOVA Mart sells daily essentials and services at affordable prices. From local to national brands, all kinds of goods ranging from all products to fulfil the daily as well as special needs of consumers are available at NOVA Mart.

Each NOVA Mart includes a Cafe under the brand name NOVA Cafe offering hot and cold beverages like tea, coffee, carbonated drinks, energy drinks, juices, etc. The café also sells freshly made food items like samosas, sandwiches, instant noodles, etc. The cafe will be an



ideal location for locals to socialise. Customers will also get assistance to use Digital Utility Services. They can easily avail all these services by walking into a NOVA Mart at Bharat HEERA Kendra

and safely and securely make digital payments or make digital purchases with complete peace of mind.



The mart will sell goods & products as per local population needs at a very affordable price so that the adjoining residents/ visitors can avail the services of the NOVA MART as per their requirements & choice.

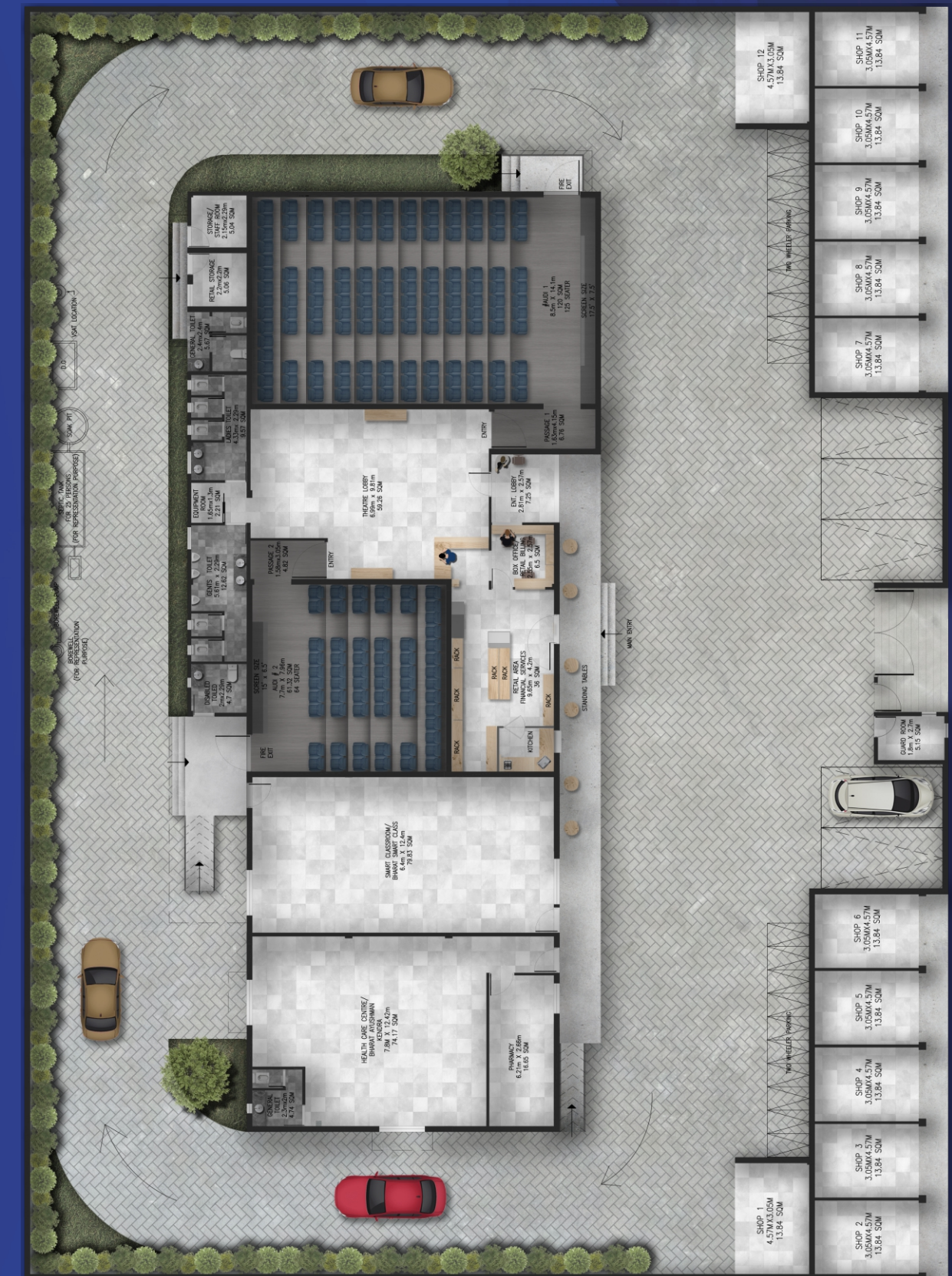


LAND REQUIREMENT DETAILS

To establish a BHK centre in any area, the land requirement will be approx. 2,000 sq. meter and the location should be in a cluster of 7 to 8 villages and should be at a common connecting point/ road on a minimum 18 ft. wide facing tar road & must have a population of about 45 to 50 thousand in a 5 to 7 kms radius. The other requirements and dimensions are-

- Minimum dimension of site (52.5 meters tar road facing front and 38 meters depth).
- The land should be free from any kind of encroachment/ unauthorised possession/ lien/ encumbrance.
- The land should not be under high tension wire, or should not have any gas pipe lines or other utilities pipes under it or should not be under any such future notification for the same.
- The land should not be under any notification of acquisition or restriction of any kind i.e. by bank, state/ central or local government bodies.
- The land should be at least – 300 – 400 meters away from cremation ground/ cemetery plot etc., Educational Institute or any religious structure such as Temple, Gurudwara, Mosque, Church etc.
- Area to be offered (Min 1995 sq. m.) 52.5 meters X 38 meters (Say i.e 2,000 sq. m.).
- Population within 5 to 7 km of area must be 45,000 to 50,000.
- The other details are given in a separate form.

MAP/ Artistic 3D view of the structure.



Depth: 38 meters

Front: 52.5 meters tar road facing

CONSTRUCTION TECHNOLOGY

As a green project, recyclable & environment friendly building material is being used along with the conventional brick and mortar method.

LGS SCP Ready Made Walls

We are using LGSF – HRS steel framed technology with complete fittings for BHK project.

LGSF Technology

Light Gauge Steel Framing (LGSF) is based on factory made galvanized light gauge steel components, designed as per codal requirements, produced by cold forming method and assembled as panels at site, forming structural steel framework of a building of varying sizes of wall, floor & roof.

Types of LGS Construction- Institution buildings with flat & slanting roof, Office building, Residential building, Bungalow, Multi storied building, Hostel Building, School Building, Military Housing, Police Housing, Senior Living, Low Cost Housing, Labour Quarter, Health Centre etc.



Advantages of LGS construction:

High Precision, Speed in Construction, Lower Foundation cost, Mobility, Environment friendly, Fast & easy Installation, Structure Durability, Earth Quake & Typhoon Resistance, Thermal Insulation, Flexible Layout, Beautiful Appearance.

The high Quality of the Steel Profiles, High Tensile Strength, Superior Galvanization, High Precision and Accuracy are the Hallmarks of Galvastrong Steel Profiles. With Frame cad Design and Production backup, the Constructions built with this system are completely safe and convenient to live.

Wind Load: Basic Wind Speed as per wind zones following IS 875 pat.

Seismic Load: Earthquake resistant as per IS 1893.

Design Certification: Euro Code/American Code/IS Code Compliant.

