

CINELINE CASE STUDY BY DSA GROUP

MOVIEMAX



LIGHT UP YOUR WORLD WITH OUR EXQUISITE DESIGNS.

CINELINE CASE STUDY

PROJECT NAME: MOVIE MAX



Project Location
Secunderabad
Telangana



**DAKSH
SANVIDHA
ASSOCIATES**

CINELINE CASE STUDY

PROJECT NAME: MOVIE MAX

LOCATION: MAULA ALI SECUNDRABAD TELANGANA

SCOPE: SUPPLY OF DECORATIVE LIGHT FIXTURES

ARCHITECT: CINELINE INHOUSE - MS RASHMI GEHANI

SCOPE: SUPPLY AND INSTALLATION GUIDANCE OF BESPOKE DECORATIVE LIGHT FIXTURES AS PER CLIENT AND ARCHITECTS CHOICE

AT A GLANCE

CHALLENGES

- Timelines
- Logistics
- No damages
- Installations
- Maintenance
- Spare parts
- Sustainability

OUTCOME

- Timely deliveries
- Error free installations
- Ease of Maintenance
- Make in India support
- Adherence to circular economy



"For over 10 years, we've been developing new technology for enterprises of all sizes."

BENSON TONY THOTTAN
DSA Group Mumbai

INTRODUCTION AND BACKGROUND

This case study refers to team DSA and CineLines team interaction to embrace the space for the audience by supplying the bespoke and state-of-the-art light fixtures for their facility at AMR Mall Secundrabad Telengana State. KANAKIA-CINELINE have vowed to create the space with an altogether state-of-the-art experience for their audiences, visitors and staff for their value for money and their services respectively.

The interaction, the suggestion from Team DSA, the challenges over designs, actual site conditions and our recommendations for the quintessential experience as well ease of maintenance for the times to come were brainstormed over and over but keeping the paucity of time in mind so as to meet the deadlines too.

The samples and the material textures, finishes and processes were reviewed day and night by the CINELINE team.



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PROPOSED SOLUTIONS

Sampling of the Bespoke Light Fixtures: The connoisseurs from the TEAM DSA and the clients played a very important role as the influencers of the project. The suggestions and the brainstorming sessions on the engineering of the decorative light fixtures and the mechanism were the key points of the final nailing. Our samples along with the confirmed finishes were approved by Mr. Ashish Kanakia Himself.



EXECUTIONS

Site Interaction: The most challenging part was to have careful logistics so that there are no breakages and damages. It was not about the replacements but our commitment on meeting the deadlines given to the project team to hand over the site before time for all the overt reasons.

Thus, the TEAM DSA took the plunge of arranging the technicians and the engineers to assist the project team with the installations of these BESPOKE LIGHTING FIXTURES.



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THE EDGE OVER

Having our own set up in Mumbai helped us in saving time during manufacturing and implement our ideas during the process. Our product designers, engineers, logistic staff and most importantly the management were the brains behind making it a big success for us as well as the customer.

DELIVERY

The client had requested staggered delivery and we agreed upon it.

We the wall lights and bracket lights we delivered first so that their site moves at the client's pace and the chandeliers were delivered mid at Project as per our discussion and commitment to the client.





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TEAM DSA WORKING ON SITE





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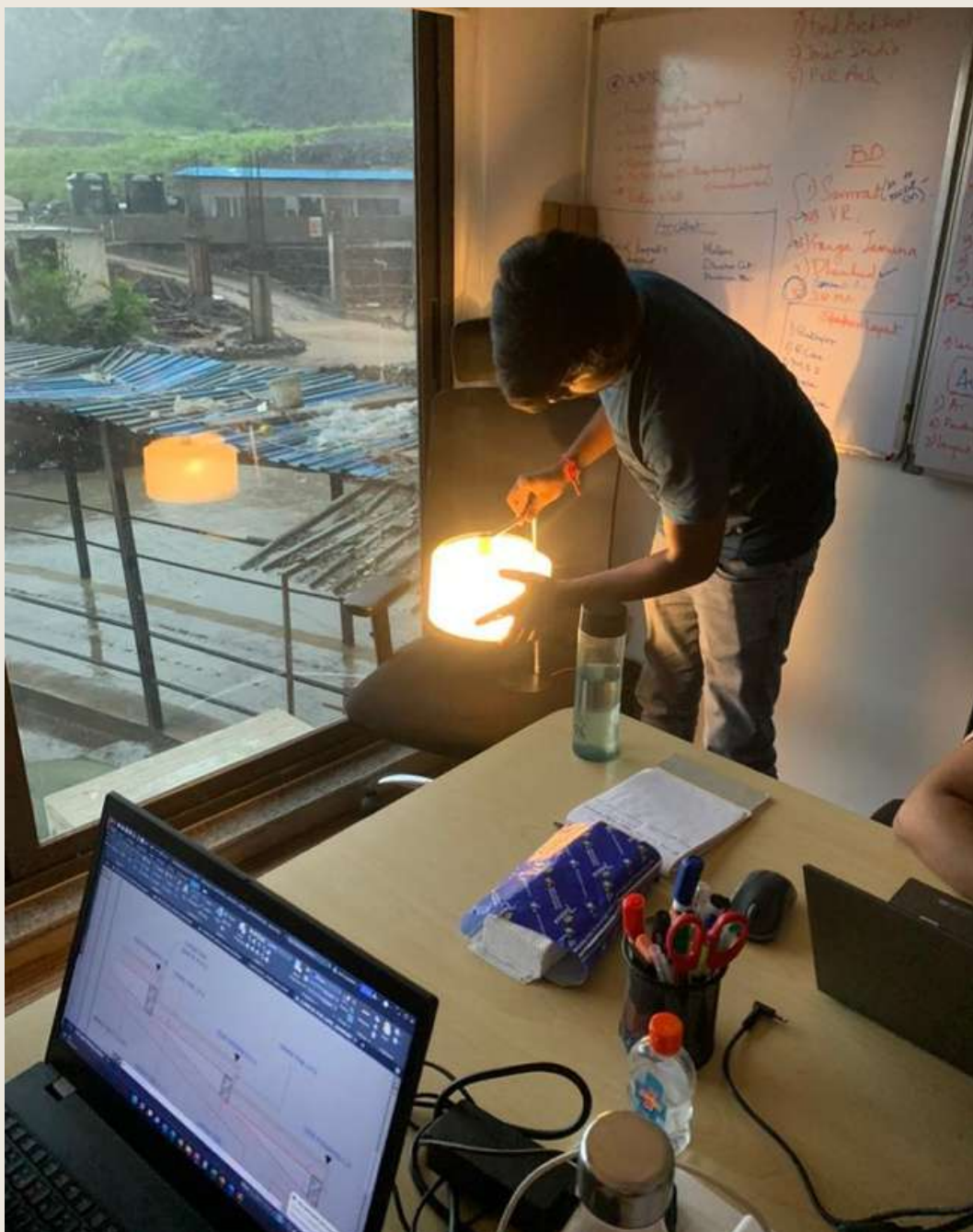




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TEAM DSA WORKING ON SITE





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THE FINAL OUTPUT





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THE FINAL OUTPUT





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THE FINAL OUTPUT





Our Learnings



"Our first Theatre Lighting Project gave us an insight into the metrics that are required for illuminating such spaces. The Thought behind our customization and engineering helped us learn a bit more about Bespoke Lighting and its installation. In case even some parts are required on an emergency basis, the manufacturing being in India, there shall be no issues with respect to time and logistics."

We have included some core steps from CIRCULAR ECONOMY drive so that repair/refurbishment can be easily achieved.



Why DSA is better ?

1 Last minute changes / customisation possible

2 Staggered deliveries, No minimum MOQ

3 In case of damages, immediate rectification

4 No dependency on China

5 Genuine and long lasting material

6 Creating more jobs and stable future for India

Thank You

