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2023-2025**

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YOUTHWING CONVENOR
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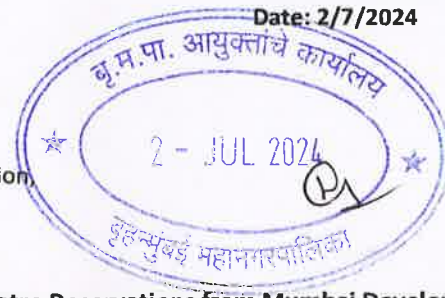
PROCUREMENT CONVENOR
Nimish Ajmera

WOMEN'S WING CHAIRPERSON
Sejal Goradia

CREDAI - MCHI

Ref. No. MCHI/PRES/24-25/058

Date: 2/7/2024



To,
Dr. Bhushan Gagrani (I.A.S.)
Municipal Commissioner,
Brihanmumbai Municipal Corporation,
Fort, Mumbai - 400 001

Subject: Request to Remove Theatre Reservations from Mumbai Development Plan 2034

Respected Sir,

We are writing to express our concerns regarding the inclusion of theatre reservations in the Development Plan 2034 for Mumbai. Given the significant rise of Over-the-Top (OTT) platforms and the rapid advancements in technology, it is imperative to reassess the relevance of these reservations in our current context.

OTT platforms have revolutionized the way audiences consume entertainment, offering unparalleled convenience and a diverse range of content that is accessible at any time. This shift has drastically reduced the demand for traditional cinema experiences, as more people prefer to watch movies and shows from the comfort of their homes.

In light of these changes, the existing theatre reservation policies appear increasingly outdated. Insisting on reserving spaces for theatres in the Development Plan 2034 does not align with the current entertainment consumption trends. Instead, these spaces could be repurposed to meet other pressing urban needs, such as parks, community centers, or digital infrastructure hubs that better serve the evolving preferences of our residents.

Therefore, our humble submission to reconsider and remove the theatre reservations from the Development Plan 2034 and replace it by some other reservation which is beneficial to public at large. By doing so, we can:

- 1. Optimize Urban Space:** Free up valuable urban space for more versatile and community-centric uses that better reflect the needs of modern society.
- 2. Promote Flexibility:** Allow for more adaptable development strategies that can quickly respond to changing trends and demands in entertainment and other sectors.
- 3. Support Sustainable Growth:** Encourage the development of infrastructure that supports digital innovation and other emerging needs, ensuring the city's growth remains sustainable and forward-looking.

The removal of these reservations would demonstrate a proactive approach to urban planning, acknowledging the transformative impact of technology and the changing lifestyle preferences of Mumbai's residents. We are confident that under your esteemed leadership, the Municipal Corporation will take the necessary steps to align the Development Plan 2034 with the contemporary realities of our city.

Maharashtra Chamber of Housing Industry

Maker Bhavan II, 4th Floor, 18, V. Thackersey Marg, New Marine Lines, Mumbai - 400 020.
Tel: 42121421, Fax: 4212 1411/407 Email: secretariat@mchi.net Website: www.mchi.net

CREDAI-MCHI CHAPTERS : THANE | KALYAN-DOMBIVLI | MIRA BHAYANDAR | RAIGAD | NAVI MUMBAI |
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VASAI VIRAR | ALIBAG | KARJAT-KHALAPUR-KHOPOLI | YOUTH NMR

In order to discuss our above suggestions in detail we request you to grant us an appointment as per your convenience.

We look forward to a favorable response and the continued development of Mumbai as a modern, dynamic, and forward-thinking city.

Thanking you for your continued support

Yours Sincerely,
For CREDAI-MCHI



Domnic Romell
President



Dhaval Ajmera
Hon. Secretary

PS: Contact Person Mr. Sanjay Phope - +91 9619345193