

# With Caravan, UFO takes in-film ads to hinterland



**Mumbai:** UFO Moviez, India's largest digital cinema distribution network and in-cinema advertising platform, has launched a pilot called Caravan Talkies to tap the advertising revenue opportunity in rural India.

The company, which will soon be in the market to raise Rs 600 crore via initial public offer, has introduced 24 Caravan Talkies vans in three states.

According to company officials, these vans carry all the equipment required to show a movie to people residing in the remote areas and villages that do not have access to film entertainment.

Sanjay Gaikwad, founder and managing director, UFO Moviez India Ltd, said Caravan Talkies or cinema-on-the-wheel was part of company's new business initiative keeping in mind the fact that India's screen penetration is very low at eight screens per million population.

"One of the reasons for us to be under-screened is that there are close to 250 million people in rural India who do not have access to any form of entertainment. Most of the villages have rural markets or haats wherein people assemble to conduct business among themselves. The Caravan Talkies concept is basically designed to provide entertainment to these people from one marketplace to another by conducting sundown shows," he said.

Caravan Talkies mov-

ies at these rural marketplaces which is free-of-cost to the viewers. The concept operates on an advertisement-based business model wherein ads are spread across 20-25 minutes as compared to under three minutes in multiplex and single screens.



"The concept has huge revenue generation potential as more vans get added to the network. All I can tell you about its potential is that in five states alone there are approximately 27,000 rural marketplaces or haats. The route map for each van is designed in a manner that it covers seven marketplaces so there is a potential to have 4,000 such vans only in five states in north India," said Gaikwad.

## New MI

Xiaomi's unveiled a more-affordable alternative to Mi 4 calling it the Mi 4i. It comes with a polycarbonate unibody and runs on Android 5.0.2 Lol-



ipop out-of-the-box. It is priced at Rs 12,999 and available in five colour choices --- white, blue, orange, yellow and pink. It has a five-inch, 1080p display, a 13-mp rear-facing camera and a five-mp front-facing camera and will be available on Flipkart from April 30, 2015.

## Global honour

ITC and Ruchi Soya have made it to the list of top 250 consumer companies in the world, as per the eighth annual 'Global Powers of Consumer Products 2015' report issued recently by Deloitte Touche Tohmatsu Ltd. The entities were the only two from India to make it to this global power list. According to the report the top 250 consumer products companies generated sales of nearly \$3.1 trillion in 2013.

## New ZenFone

Asus has launched four variants of ZenFone 2 smartphone in India. Priced Rs 12,999 to Rs 22,999 the smartphones will be sold through e-marketplace operator Flipkart. The Zenfone 2 features a 5.5-inch full HD screen with IPS display and packs a powerful 64-bit Atom Z3580 quad-core processor clocked at 2.3GHz. The dual-SIM smartphone features 13-mp primary camera, 5-mp front camera and 3,000mAh battery.

*Compiled by Ashish K Tiwari with agency reports, mail us details of brand launches on [brandbuzz@dnaindia.net](mailto:brandbuzz@dnaindia.net)*