



Shah Rukh Khan, Priety Zinta, Lalit Modi and Shilpa Shetty during IPL season 2 PHOTO: AP

IPL3: Soon in multiplexes

AGE CORRESPONDENT

The romance between Indian Premier League and Bollywood is all set to shift itself from the open cricket stadiums to the closed doors of multiplexes. With the third season of IPL, ready to begin in March 2010, cricket fans can now watch the short form of cricket in multiplexes across the country.

Cinemax Cinemas has signed a deal with UFO Moviez, the technical partner of Entertainment and Sports Direct (ESD), which has bagged the IPL theatrical rights for the IPL3 T20 matches in cinema houses across the country. Kapil Agarwal joint managing director-UFO Moviez expects the list to grow. "The IPL matches in the theatres will give the viewers a never before seen stadium like experience. They will be able to feel the excitement of a cricket match happening hundred of miles away inside a theatre," he says.

Agarwal mentions that the screening of IPL matches in these theatres will be carried without any advertisements during playtime.

The move to telecast IPL matches in cinema halls could be seen as a result of the effect that IPL season 2 had on the viewership of cinema halls across India, which was so low that some big releases during the period couldn't attract enough audiences. The empty theatres made news nationally.

Devang Sampat, senior vice-president, Cinemax says that during this season of IPL there are not going to be any major releases, so IPL matches will be an ideal content for cinemas during that period.