



UFO MOVIEZ

Beam-me-up Movies

IMAGINE FIRST-DAY, FIRST-SHOW movie release across A, B and C-class towns and also to global audiences. What's the outcome? Besides happy movie-goers, savings in print cost, wide release of film, curb on piracy, and lower break even point. The venture behind it: UFO Moviez.

Part of the Apollo Group, UFO Moviez is one of the world's largest digital cinema chains, founded

- **NAME OF COMPANY:** UFO Moviez
- **YEAR OF FOUNDING:** 2005
- **FOUNDERS:** Raaja Kanwar and Sanjay Gaikwad
- **AREA OF OPERATION:** Digital cinema
- **FUNDING:** Initial funding of Rs 100 crore from Apollo Group and second round of Rs 100 crore from private equity firm 3i
- **REVENUE:** First full-year operations 2007-08—Rs 100 crore
- **SIZE OF TARGET MARKET:** Rs 10,000 crore by 2009-10
- **KEY COMPETITORS:** Only player in the market

and led by Raaja Kanwar and Sanjay Gaikwad. "We looked at it as a platform business. We identified the right technology for the digital platform, through which movies can be screened digitally and at the same time will not be a cumbersome and a cost burden to the producer, distributor and the exhibitor," explains Gaikwad. UFO Moviez undertakes the entire cost of installing the digital system at the exhibitor's end and the exhibitor is charged on a pay-per-show basis. If an exhibitor has to install the digital cinema system on his own, it would cost him anywhere between Rs 12-Rs 15 lakh. UFO Moviez only charges a one-time cost of Rs 25,000 for installation.

Currently, 650 theatres have been installed with UFO Moviez digital platform, and Gaekwad expects 3,000 installations by end of 2009. "We would be able to add about Rs 4,000 crore to the industry revenue that is currently lost to piracy," says Gaikwad. As you can tell, it's a happy story in the making. ■

ANUSHA SUBRAMANIAN



UMESH GOSWAMI

Panacea for piracy: 650 theatres have installed Gaikwad's digital platform