



# UFO Moviez to grow screen network

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UFO Moviez India Ltd, a digital cinema solutions provider, is planning to pump in Rs 225 crore by the end of March 2012 to expand its network to over 4,200 screens.

UFO, currently the market leader in this segment in India, is a joint venture between the Valuable group and Apollo International (Apollo Tyres company). Besides, international private equity investors, 3i UK and Providence Equity Partners, have taken a Rs 370-crore equity exposure in the company.

It is in the business of transmitting digitised films through satellite to cinemas thereby eliminating the need for traditional film projectors. According to Mr Rajesh Mishra, CEO of UFO Moviez, the company digitises analogue movies (more than 95 per cent of the films produced today are in the analogue format) and uploads them to the satellite and enables cinemas to download, decode and screen with the help of Vsat (very small aperture termi-

nal), a server and a projector (provided by the company free-of-cost to cinemas).

While UFO charges an average Rs 250 per show per screen, the producer saves Rs 50,000 per print. For example, Mr Mishra explains, if the producer wants to release a film in 100 screens simultaneously, he has to print 100 films which will cost him Rs 50 lakh. Whereas, using the digital technology, he will pay only Rs 25,000 per show in 100 screens, and “moreover, there’s no wear and tear,” he says.

Early this year, UFO acquired 52 per cent stake in another company — Scrabble Entertainment — which is also in the same business. Scrabble currently has 410 screens in its fold. With this, UFO’s combined network has 3,180 screens.

According to him, there are less than 7,000 movie screens in India and growing rapidly thanks to the emergence of multiplexes. “After saturating the Indian market, we are planning to foray into West Asia and Sri Lanka,” he said.