

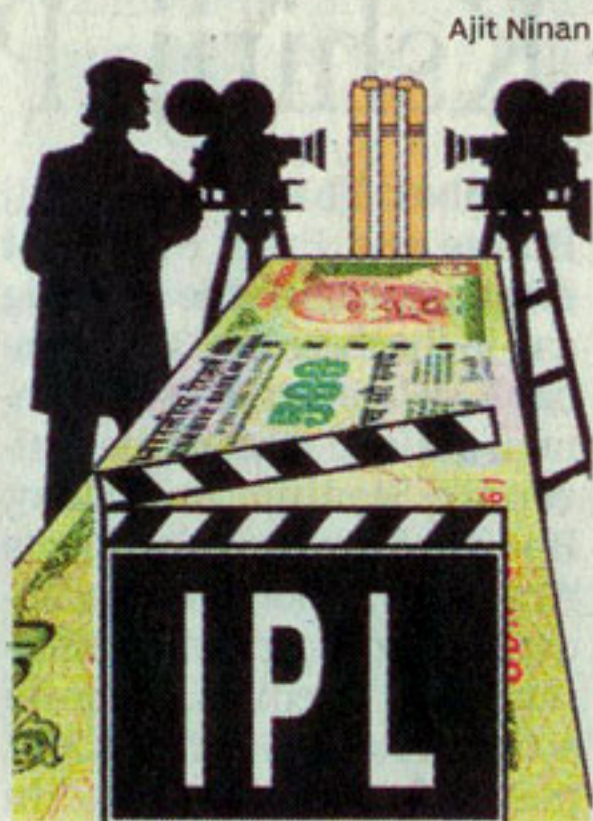


Coming soon: IPL-3 in theatres

Bharti Dubey | TNN

Mumbai: That there was intense romance between IPL and Bollywood was proved when Preity Zinta and Shah Rukh Khan bought franchises for the annual T20 extravaganza. Now, that romance has intensified with Season 3 being shown in cinema halls.

Cinemax Cinemas is the first multiplex chain to sign up with UFO Moviez who are technical partners of Entertainment and Sports Direct (ESD) for 34 locations. Sanjay Gaikwad, CEO of UFO Moviez said, "Many more multiplex chains will be signing up with us in the next two weeks. We intend to create a carnival kind of mood during the IPL and most of the multiplexes will have live bands and contests during the 45 days of IPL."



Ajit Ninan

Speaking about the deal with ESD, Gaikwad said, "We supported them in the bid and signed up a technical support partnership deal with them. We will be arranging and providing technical and marketing support for the theatrical rights of IPL-3."

Asked about the business deal, Gaikwad said, "Our deal

with multiplexes will be based on revenue sharing. Cinemas which do not have a computerised ticketing system will be charging a fixed amount."

But why will the cricket junkie take a stroll to the multiplex when he can catch all the dhamaal and masti on the tube in the comforts of his living room. "The experience on the big screen will be 60 times more. Viewers watching the game on the big screen won't be bothered by the frequent breaks that often eat into real time action. No will miss a single ball," Gaikwad stressed.

When they knew what a cashrich cow the IPL was, why didn't multiplex owners dive into it last season. Says Devang Sampat, senior Vice President of Cinemax Cinemas, "We tried to get the IPL screening rights even last year. Unfortunately, it didn't work out."

But what about the movies. Being the summer time and holiday season, won't they interfere with the cricket? "There are no major releases during the IPL, so that's not a problem," stresses Sampat.

A weekend ticket at a blockbuster in a multiplex makes one poorer by Rs. 280 to 380. How much will the viewer have to shell out for watching an IPL match in a multiplex? "It will be the weekend ticket price for any movie. The advantage that we have is the fact that we will show matches held in the same city," reveals Sampat. What that means is cricket fans who can't get a ticket at the DY Patil Stadium or the CCI for a Mumbai Indians vs Kolkata Knight Riders contest can watch the game in the multiplex.