



» **CURTAINS UP:** Digital equipment worth Rs 15 lakh for 600 theatres

UFO Moviez to invest Rs 100 crore in Andhra

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UFO MOVIEZ, the digital cinema network promoted by Mumbai-based Apollo International, plans to invest Rs 100 crore on digital cinemas in Andhra Pradesh. The company intends to provide digital equipment worth Rs 15 lakh each to 600 cinema theatres in the state in the coming 18 months. It has already installed these equipment in 36 theatres in Andhra.

The digital cinema equipment, supplied free of cost to theatres by the UFO against Rs 2 lakh refundable security deposit, comprises a digital server and a projector through which a theatre can directly download movies transmitted by UFO through satellite. The theatres can save on time, logistics and equipment costs incurred during the usual release of a new movie through projector and film.

For instance, the release of a movie through traditional print costs Rs 60,000 while the digital equipment requires merely Rs 9,000 for the same. Unlike in the traditional method in which films are transferred from one location to another, a movie can be downloaded directly and released at a particular time across several locations.

So far, the company has completed 1,000 digital cinema installations in the country and is focusing

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on Andhra Pradesh and Tamil Nadu. UFO Moviez CEO Rajesh Mishra said, "We have established 100 digital cinemas each in Karnataka and Kerala and now we are focusing on Andhra Pradesh and Tamil Nadu. Andhra has about 2,400 theatres and we are targeting 25% of them for installation in another 18 months."

The UFO Moviez has released about 600 movies in 17 languages throughout the country in the past

two years. The company's international wing, UFO International, has also completed installation of 21 screens across Nepal, Sri Lanka and Mauritius. According to the PriceWater Cooper report, the Indian film entertainment industry is poised to grow from the present Rs 9,600 crore to Rs 17,500 crore by 2011, implying a 16% cumulative annual growth over the next five years.

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