


PUBLICATION : HINDUSTAN TIMES; EDITION : MUMBAI; DATE : SEPTEMBER 29, 2006

Jaan-e-Mann gets digital

■ **Vajir Singh**

On Wednesday, United Film Organisers (UFO Moviez), the world's largest digital cinema network, announced their tie up with Sajid Nadiadwala for his forthcoming film *Jaan-e-Mann*. The tie up was celebrated by 400 UFO installations in the country with a screening of an exclusive curtain raiser of director Shirish Kunder's debut movie at Cinemax, Versova.

Jaan-e-Mann will be released in over 1000 screens, including UFO's chain of digital cinemas. This will not only enable the film to gain a larger audience, but also recover revenues in the initial weeks, which is the time when a film usually generates maximum revenue.

Raaja Kanwar vice-chairman & director, UFO Moviez said "Our association with *Jaan-e-Mann* is a joint promotional and brand building exercise wherein we both benefit from each others platform".

Nadiadwala said: "We at NGE (Nadiadwala Grandson Entertainment) have been progressive in thought and technique. Supporting a technology which is fast changing the face of the cinema viewing patterns by maintaining quality, expanding the viewership and collections and reducing costs is something I feel every producer will support."

Said writer-editor-director Kunder: "As a director I would like that my movies get seen exactly in the way that I want them seen anywhere in the world. And to the widest possible audience. Digital cinema and UFO will allow the film to be seen and appreciated by everyone everywhere."



Above: Sajid Nadiadwala (left) with director Shirish Kunder;



Right: A scene from the screening