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## Now watch IPL-III matches at a cinema near you

Peter Nazareth | TNN

**Ahmedabad:** Feel like watching the IPL action live but don't want to park yourself in front of the TV? Now you have the option to catch the T20 extravaganza which will begin on March 12 at a cinema near you. What is more, matches will be in high definition (HD) format and will not have your usual inter-over commercial breaks.

However, there is one rider: Matches will not be screened at cinemas if the action is happening in the same city. The pricing of the tickets will vary from cinema to cinema but will be at par with movie tickets at the same venue.

"Cricket lovers across the country will be able to watch the IPL-III action in high definition format without commercial interruptions at cinemas countrywide," Pankaj



Pankaj Jaisinh at a press meet in Ahmedabad on Tuesday

Jaisinh, COO of UFO Moviez India Ltd announced at a news conference here on Tuesday.

His company have so far enrolled 650 screens and will target 1000 screens countrywide. At least 60 screens in Gujarat including 10 from Ahmedabad have been confirmed.

"We are targetting 1000 screens

countrywide. As no major bollywood films will be released during IPL, cinemas will have an alternate revenue generating content during this period," Jaisinh added.

"Television channels provide content in a 4:3 screen aspect ratio. This is stretched even wide-screen TVs. At our screens the content will be in 16:9 aspect ratio and in HD, meaning that a viewer will get a wider and clearer view of the action without commercial interruptions," Jaisinh further added.

He also said that cinema managements will be organising IPL related promotional activities and offers like group booking and merchandise at their venues. "Various venues will have cheerleaders and live bands, so that viewers will get a stadium-like ambience. Cheering and vocal support for teams will also be encouraged," he said.