

IPL live coming to theatres near you

Some 59 theatres in Guj, including 10 in city, to screen matches

TULI BANERJEE

Amdavadis, you do not have to undertake fatiguing trips to Mumbai or any other IPL battleground for the T20 buzz this year — live action and enlivened crowds are coming soon to a theatre near you!

Fifty-nine theatres have already signed up, of which 10 are from Ahmedabad. Confirmations from more theatres are expected. "Some screening venues will feature cheerleaders and live bands," said Pankaj Jaysinh, the COO of UFO Moviez India. The company plans to transport

the stadium frenzy to theatres in 32 cities across Gujarat.

The matches will be screened in the high-definition format, without advertisements.

"The cost of a ticket to watch an IPL match in the theatres will be similar to the cost of watching a movie," said Manan Patel, UFO's regional manager. "Ads will be screened only before and after the matches."

bigscreen

In Ahmedabad, the IPL-screening venues include Cinemax, Fun Republic, PVR Cinema, Wide Angle Multiplex, City Pulse Multiplex, and Roopam Cinema.

Apart from the game, the theatres



Some theatres will feature cheerleaders too!

will offer cricket-related merchandise, gifts and multi-cuisine food.

No major Bollywood films will be released during the IPL encounters (March 12 to April 25).

Cricket lovers in Vadodara, Surat, Rajkot, Bhavnagar, Bharuch, Anand, Ankleshwar, Gandhinagar, Mahesana, Vishnagar and Veraval will also be able to enjoy IPL action in theatres.

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