

# Business Standard

Date: 12 February 10; Page No.: 07; Edition: Kolkatta

## UFO Moviez eyes Rs 30-35 crore in first year of IPL foray

BS REPORTER  
Kolkata, 11 February

**H**aving bagged the satellite rights for hosting Indian Premier League (IPL) matches in Indian theatres, UFO Moviez, the largest digital satellite cinema network, is eyeing revenues of Rs 30-35 crore in the first year itself. Kapil Agarwal, joint managing director of UFO Moviez, said, "In West Bengal, we have already signed on 50 theatres and are inching towards 75 theatres within a month."

UFO which has more than 1,700 digital screens across India has tied up with Crown Infotainment which holds the distribution rights for IPL 2010. So far, 550 screens nationally

including 200 multiplexes have entered into agreement. UFO plans to reach out to 1000 screen, and to make the theatre atmosphere like the stadium, there will be cheer leaders, cinema jockey and celebrities visiting theatre during the intervals. Agarwal said, "As no major Bollywood films will be released during IPL, this will serve as profitable alternate revenue generating entertainment content for the exhibitors. The high definition format of IPL matches, which means better quality and more content on screen, and without advertising breaks, should attract viewers."

UFO Moviez, founded by the Valuable Group and jointly promoted in association with Apollo International, is the largest



Kapil Agarwal, Jt. MD, UFO Moviez, at a press meet on DLF IPL matches, in Kolkata on Thursday

PHOTO: SUBRATA MAJUMDER

chain of satellite-based digital cinemas in the world with more than 1700 theatres across India. UFO Moviez beams dig-

itally-mastered high quality movie images through satellite directly to cinema halls facilitating wide release of any film without any additional cost in prints.

"An average distributor has to shell out Rs 8-9,000 on an average for the distribution of a movie. The cost of a movie reel is Rs 50-60,000 per movie, depending on the length of the movie. Whereas, we charge Rs 300 per show," said Agarwal.