

## IPL SEMIS, FINAL IN 3D



**PLAY ON:** Lalit Modi

Our Bureau

MUMBAI

THE last four IPL matches, which includes semi-finals, final and the match for the third position, will be screened live in 3D format across selected theatres in the country, IPL commissioner Lalit Modi said here on Sunday. He added that all IPL matches would be screened in 3D format from next season onwards.

Currently, IPL matches are screened in 2D format across 800 cinema screens. Industry experts, which put occupancy level across theatres at around 60%, expect the semi finals and final to run house full.

"Our endeavor has been to enhance viewing experience of the audience," said Sanjay Gaikwad, managing director of UFO Moviez, which is the technology partner providing IPL screening in the theatres.

Entertainment & Sports Direct (ESD) had bought global theatrical rights of IPL for Rs 330 crore.