

## Watch IPL matches live in theatres

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**JAIPUR:** To enhance cricketing entertainment experience, UFO Moviez India will show IPL matches live on gigantic screens in multiplexes and single theatres across the country.

The UFO Moviez has inked an MoU with IPL for 10 years and 2010 is the first year. The film organisation will telecast 60 IPL matches in cinema halls without break.

The matches will be telecast live in cinema halls in Jaipur, Barmer, Phulera, Kota, Fatehpur, Kuchaman City, Gangapur City, Nagaur, Bhilwara, Sujargarh, Ajmer, Jodhpur, Udaipur, Navalgarh,

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CHARUHAS SATAM  
Strategic Advisor, UFO

Bundi, Sikar, Churu, Baran, Bikaner, Dausa and Rainwal, said strategic advisor Charuhas Satam.

Nine Cinema halls will telecast the matches live.

Watching IPL matches in theatres would be a unique experience. Also UFO Moviez is trying to replicate the stadium frenzy. To keep the IPL



magic alive, the cinema halls will have cricket related merchandises, exciting gifts and multi cuisine food stalls.

A cinema jockey will anchor various interactive activities in the foyer with a range of contests being held regularly and winners' names being flashed on the screen across theatres in different cities.

Celebrities from different walks of life will visit cinema halls at regular intervals to

cheer the teams.

Most people watch cricket matches with close friends and family, but watching the matches in theatres without commercial breaks (during actual play time) will be a different experience altogether, feels the organisation.

The UFO Moviez India has more than 1,700 digital screens across India. In this regard, it has tied up with Crown Infotainment, which has the distribution rights to telecast live IPL matches in theatres.

Till date, the company has signed with 650 screens, of which close to 200 are multiplexes. The UFO Moviez is planning to show the IPL matches across 1,000 screens, said Satam.