

IPL ties live in cinemas from Mar 12

HT Correspondent

✉ editorbhopal@hindustantimes.com

INDORE: Cricket lovers would now be able to enjoy DLF IPL 2010 matches live across five cinema theatres in the city from March 12 as UFO Moviez brings the sport to the theatres.

UFO Moviez India Limited strategic advisor Charuhas Satam addressing a press conference here on Thursday said, "The pioneering concept of live IPL matches is akin to beginning of a sort of live in relationship between the telecast promoters and IPL promoters.

We are banking on the cricket frenzy more in Tier II and III cities with a target of showcasing the IPL across 1000 cinemas with strategic alliances with multiplexes and single screen cinemas across the country".

He said, "As no major

Bollywood films will be released during this IPL, this will serve as profitable alternate revenue generating entertainment content for the exhibitors.

The matches would be telecast for the first time in a High Definition, which means better quality and more content on screen, that too without any advertisements".

The company officials state that cricket is no longer a sport but has reached it's zenith as an exalted religion, whipping up sentiments in a nation of cricket lovers.

Officials claim that people spend more money in buying tickets for a stadium seat in the black market.

The matches are viewed out in the open often under intense heat, while the showcasing of matches in theatres would mean viewing it in comfort and relative safety.