

Watch IPL in cinemas, pay normal rates

EXPRESS NEWS SERVICE

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COME March, cricket fans all over the country are in for a treat. Thanks to the initiative by UFO moviez, a digital satellite cinema network. It's not that the cricket lovers will be able to watch the IPL matches on big screen. The prices of tickets could be compared to the normal rates.

This endeavour will provide the segment of the population who normally cannot afford to watch the matches in the ground, with access to the popular tournament, as the pricing of the match tickets is comparable to those of

a normal movie. The provision of online booking, season tickets and corporate reservations is also in place, so that die-hard fans can enjoy each and every match.

The company has signed more than 550 cinemas all over the country, out of which roughly 200 are multiplexes.

UFO will be holding carnivals, freebies, contests and stalls to recreate the stadium experience as realistically as possible, a goal which will also be achieved by the High Definition format of the broadcasts.

Pankaj Jaysinh, COO of UFO Moviez, feels that the project will not only benefit

spectators, but multiplex and theatre owners as well. "Since there are no major Bollywood movies slated for release during the 45 days of the IPL, theatres can generate additional revenue during this period, which would otherwise have been a slump for them," he said.

UFO had organised a pre-view screening of the concept at Cinemax in Versova, Mumbai, and got a huge response from the crowd. "The atmosphere was electric, and people of all age groups seemed to enjoy it, so we are certainly looking forward to an excellent response from the public all over the country," added Jaysinh.