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Now, watch IPL in 3D format

Mumbai: Cricket aficionados have one more reason to cheer about. For the first time, they would be able to watch semi final and final matches of the ongoing Indian Premier League (IPL) in 3D format at cinema halls across the country.

Sanjay Gaikwad, managing director of UFO moviez which has acquired the theatrical rights of IPL 3, announced that in addition to regular 2D screenings of the matches, about 70 cinema halls across the country will show the semi finals and finals in 3D format. "It is for the first time that we are experimenting and a lot of people have expressed interest," he said.

The 3D experience will, however, burn a hole in your pocket. These tickets will cost thrice the amount of a regular cinema ticket. According to a source, fans should be ready to shell out Rs 900 for a single 3D ticket. Gaikwad, however, said that the final cost of the ticket was yet to be finalised. Some owners of cinema halls are apprehensive about 3D screening of IPL matches considering the tepid response so far. "The occupancy has been as low as 10% in metros," said a source. Gaikwad however expressed optimism that the footfalls would increase. TNN