



IPL III to hit theatres too

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Silver screen romance can make anyone's eyes dreamy and toes curl. But this is a love affair of different kind. It will make the adrenaline rush and audience jump from their seats. The third edition of Indian Premier League is all set to make its debut in theatres and around 1000 screens across the country will telecast the T20 event live in March.

UFO Moviez, a digital satellite cinema network, has entered into a strategic alliance with multiplex chains like Cinemax, INOX, Fame and many single screen theatres across the country for showing the Twenty20 matches.

In collaboration with Crown Infotainment, which holds the distribution rights for introducing IPL matches to theatres, UFO till date has signed over 550 screens, out of which 200 are multiplexes.

"IPL is one of the most popular event in the world but only few people can be a part of it as it is hosted in only nine cities in India. So our aim is to take it to a wide range of audience, giving them a stadium-like experience," Kapil Aggarwal, Joint managing Director, UFO Moviez India Ltd said.