

## 650 multiplexes to screen IPL-3 live

TIMES NEWS NETWORK

**Pune:** UFO Moviez Pvt Ltd has announced live telecast of the forthcoming DLF IPL season three matches. Over 650 theatres and multiplexes across the country will screen the matches.

Speaking at a press conference on Tuesday, Pankaj Jaysinh of UFO Moviez said, "The matches will be broadcast live in high-definition format at over 650 multiplexes and single-screen theatres. Out of these, 132 cinema halls are located in the state."

Cinema jockeys will be present at each of the venue. They will anchor the various interactive sessions that will be held for viewers throughout the IPL season.

UFO, which has more than 1,700 digital screens in the country, has tied up with Crown Infotainment that has acquired the theatrical rights

of the IPL matches. "This is a major investment in terms of money, manpower and co-ordination. We are providing the necessary logistical support to this initiative. Multiplexes welcomed the idea of screening the IPL matches live, single-screen theatres followed suit. We expect an average occupancy of around 60 per cent at all venues," Jaysinh said.

The ticket rates for the matches will be the same as for movies. All the 60 matches will be played over 45 days starting March. "Out of these, 45 matches will be screened from 8 pm to 12 am and 13 matches, from 4 pm to 8 pm. We are also planning to give season passes to viewers," Jaysinh said.

In Pune, the matches will be screened at Inox, Vaibhav Chitramandir, Vijay Talkies, Fame Fun N Shop, Ganesh theatre, Tara Cinema and Vikas Theatre in Manchar.