

Mumbai: The cream of Londoners and cricketing fraternity in England will have the privilege of watching the DLF-IPL III final in 3D format at the hospitality tent of the Lord's Cricket Ground on April 25.

Recently officials of the Marylebone Cricket Club (MCC) and UFO Moviez India, a flagship company of the Valuable Group, firmed up the decision to screen the final at the Mecca of cricket.

The Valuable Group owns the theatrical and public viewing rights for India which it bought from Entertainment & Sports Direct, a Mauritius-based company that won the IPL's theatrical rights at Rs. 330 crore for 10 years.

Last Sunday Lalit Modi, Chairman and Commissioner, visited four multiplexes in Mumbai and announced that the semifinals to be played at Bangalore and the match to determine the third and fourth place and the final, both to be played at the D.Y. Patil Stadium, Navi Mumbai, will be powered by UFO Moviez in 3D format across theatres in India and that from the IPL season IV, all the 94 matches will be shown in 3D format.

IPL Commissioner Lalit Modi, UFO Moviez India MD Sanjay Gaikwad along with bollywood stars Sushmita Sen, Celina Jaitley and Sherlyn Chopra watched matches at PVR Cinema, Fame Raghuleela and Cinemax.

“We have created the stadium atmosphere in the theatres with a Cinema Jockey anchoring various interactive activities with a range of promotional events and contests. On the same day Mr. Modi allowed us to screen matches in main metros like the Mumbai Metropolitan Area (MMR) and Delhi's National Capital Region (NCR).

“There has been a massive interest across the country and particularly in Bihar, Uttar Pradesh, Madhya Pradesh, Ahmedabad and Jaipur,” said Ameya Hete, Executive Director, Valuable Group.

“People in India are not exposed to the 3D format. It has to be seen to be believed. Presently two camera angles give views from the bowler's and batsman's end. In 3D format viewers will get the complete perspective of the batsmen while facing a delivery,” said Mr. Hete.

The Indian interest in relation to viewing cricket matches in theatres has been gradually growing since the time the opening ceremony and first match was played on March 12. The Valuable Group has entered into strategic alliance with multiplex chains like Cinemax, INOX, Fame and PVR and have partnered with single-screen theatres.

“We have access to 800 theatres in 24 States for the IPL matches. The IPL matches are an alternative content in cinemas in the months of March and April,” said Charu Satam, Head, Corporate Communication, Valuable Group.