



World's Largest Satellite-based Digital Cinema Network

UFO Moviez receives 'Best Digital Cinema Solutions' award at Chhattisgarhi Film Awards Ceremony 2014

Raipur, January 28, 2014: UFO Moviez India Ltd, the company that delivers satellite based Digital Cinema to theatres across India, has yet again received the award for the 'Best Digital Cinema Solutions' at the Chhattisgarhi Film Awards Ceremony 2014. The awards are organized by Filmi Chhattisgarh and sponsored by Credible Chhattisgarh, Cultural Division, Government of Chhattisgarh and Bhatia Film Production. The fourth edition of the Chhattisgarhi Film Awards Ceremony 2014 was held on January 28, 2014, at Amardeep Talkies, Raipur.

Post the advent of UFO's satellite-delivered Digital Cinema solutions, the Chhattisgarhi film industry has displayed a strong and steady growth trajectory. From just two releases in the year 2009, the Chhattisgarhi film industry has seen a seven fold jump in the number of annual releases. The year 2013 has witnessed a release of 14 Chhattisgarhi films. Other films like 'More Man Ke Meet', 'Maya ke Gharaunda', and 'Dagabaaz' are some of the successful Chhattisgarhi releases of 2013.

Mr. Amit Pradhan, Producer/Director/Story Writer, Red queen Pictures, said, "UFO Moviez has proved to be a boon for the Chhattisgarhi film industry. The widespread day one release of films at nominal costs made possible by UFO Moviez has spurred the revival of the Chhattisgarhi film industry. UFO's Digital Cinema solutions have enabled the widest reach possible for our content and we're thankful and wish them great success in the future.."

Producer and Director Mr. Pranav Jha said, “It has been a pleasure experiencing various platforms provided by UFO. My film ‘B.A 1st Year’ debuted on 5 UFO digital screens. The content was highly appreciated and Digital Cinema made it possible thereafter for the movie to be screened in 22 UFO digital theatres till date. This wouldn’t have been possible in the pre-digital era. We sincerely thank UFO Moviez for their continued support towards the growth of the Chhattisgarhi film industry.”

Mr. Lucky Rangshahi, a leading distributor of the Chhattisgarhi film industry, added, “We highly appreciate UFO’s services throughout the country, especially in Chhattisgarh. The producers of Chhattisgarhi films are very pleased with UFO’s cooperation resulting in an increase in the number of films made.”

Commenting on the occasion, Mr. Pankaj Jaysinh, COO, UFO Moviez India said, “We are delighted and humbled by this recognition bestowed upon us by a State Government body as well as local film industry stakeholders. We remain dedicated to extending our support to the growth of regional cinema across the length and breadth of the nation. UFO Moviez is a pioneer in the digitization of theatres in Chhattisgarh. Today, upon evaluating the outcome of our efforts, we are pleased to see how film producers and distributors can now showcase the latest local language films on a first-day-first-show basis to a much wider set of audiences, both in Chhattisgarh and across India. UFO today has 56 digital screens in Chhattisgarh and our subsidiary Scrabble Entertainment has 21 . Theatre owners are also reaping the benefits of the digitization of films including higher footfalls in the theatre premises, more ticket collections and enhanced advertising revenue earnings. It’s a win-win situation for all stakeholders of the Chhattisgarhi film industry and we are happy to see how the ecosystem has grown.”

Source: www.ufomoviez.com