



## **Imagica turns into Destination Love with UFO's Caravan of Joy**

***UFO's Caravan of Joy brings a unique movie viewing experience to add to the Valentine's excitement throughout the weekends of the month of love at Imagica***

**Mumbai, 6<sup>th</sup> February 2019:** Valentine's Day is the number one occasion that we set aside to express our love and admiration for the most important people in our lives. Not everyone fancies flowers and chocolates. Some thrive on adventure, while still wanting a little romance thrown in there too. Thus to celebrate the season of love, Imagica is transforming itself into 'Destination Love' offering a specially designed, Valentine's Special Staycation package.

The package entails the chance to enjoy a rollercoaster romance aboard the thrill rides within the Theme Park, or stroll around the beautiful lagoon area and click numerous pictures against the picturesque backdrop of Imagica Capital. Add to it, a candle lit dinner with a delectable three course meal at Armada, overlooking the lagoon is certifiably going to etch a permanent mark in your significant other's heart.

Post an adventure filled day and dinner at the Theme Park, the package also offers the opportunity for tent camping under the charming starry night, making it a perfect staycation option.

To elevate the experience a notch higher, Imagica has collaborated with UFO Moviez, India's largest digital cinema distribution network and in-cinema advertising platform, to bring **UFO's Caravan of Joy**- a movie-on-wheels concept to Imagica. Simply put, it is a unique and mesmerizing movie-viewing extravaganza coupled with overnight camp stay and breakfast included, available all through the weekends till 23<sup>rd</sup> February.

UFO's Caravan of Joy is set to differentiate Valentine's Day and step up the overall experiential quotient at Imagica as one shall benefit from spending quality time together nestled under the open air, unplugging from their regularly scheduled life. UFO's Caravan of Joy promises to be an extravagant visual feast, filled with joy, music, romance and loads of theatrical magic.

Excited about this innovative, experience enhancing concept, **Mr. Raveendra Singh**, Head of Marketing and Strategy said, "At Imagica, our constant endeavor is to make every occasion memorable by offering varied and unique experiences, year-on-year. Therefore by bringing UFO's Caravan of Joy to Imagica, we have turned Imagica into a destination of love by blending together joy, love and the magic of movies. Intent here is to provide the perfect enchanting ambience and let the magic unfold by allowing people to rediscover the joy of togetherness as they camp amid the beauty of nature; cool breeze blowing under a blanket of stars!"

**Commenting on the initiative, Mr. Siddharth Bhardwaj, CMO & National Sales Head, UFO Moviez said,** "It gives us immense pleasure to announce this strategic partnership with 'Imagica' one of the leading weekend family destinations in the country. UFO being a pioneer in India's Digital Cinema Distribution space, we are sure that this corporation will only help to strengthen our long-term vision of bringing joy through the medium of Cinema at a pan India level. Being a leader in the in-cinema advertisement space, today we are



the preferred choice of various corporate houses, brands and creative agencies. Caravan Talkies is an endeavor towards this mission fulfillment where it gives us accessibility and last mile connectivity at the grass root level. **He further added,** “We find the season of Valentine as a perfect fit towards taking our customer engagement program to the next level. During this period, UFO’s Caravan of Joy will move across Imagica, where it will create an exciting opportunity for people to enjoy their favorite Movies under the Stars. We are certain that this partnership will work wonders for us.”

For those who haven’t made up their minds yet and are looking for a perfect place to celebrate love, Imagica is the place to be!

**Details:**

**What:** Valentine’s Special Staycation package at Imagica

**Where:** Imagica, Off Mumbai – Pune Expressway, Khopoli

**When:** Starting 9<sup>th</sup> to 23<sup>rd</sup> February, 2019 (Every Friday and Saturday)

**Price:** Rs. 5499 plus applicable taxes

Includes Theme Park access, candle-lit dinner, tent stay, breakfast, movie under the stars experience

Log on to <https://www.adlabsimagica.com/valentines-special/> or call (022) 4213 0405 to avail the exciting packages.

**About Imagica**

Located between Mumbai and Pune, Imagica is one of India’s leading holiday destinations, offering a gamut of interesting and unique entertainment experiences under one roof through its international standard Theme Park, a Mykonos themed Water Park and the largest Snow Park that India has ever seen. Connected to the park is Novotel Imagica, a hotel that offers customized stay packages, acting as a basecamp for guests to relax and unwind. Imagica is the perfect hangout for school picnics, corporate visits and the ideal magical venue for theme weddings, photo shoots and memorable celebrations. With Imagica, Adlabs Entertainment Limited has created an unparalleled ‘all weather entertainment destination’ that provides a compelling experience for every family at every step.

**About UFO Moviez**

UFO Moviez is a pioneer that has led the country in the digitization of cinema through its innovative satellite technology. India’s largest digital cinema network today, UFO Moviez also is the largest in-cinema advertising platform. UFO has created a pan India, high impact in-cinema advertising platform with long-term advertising rights to 3,800+ screens, with an aggregate seating capacity of approximately 1.71 million viewers per show and a reach of 1,350 cities and towns across India. UFO Moviez with its vast network reaches a large portion of the urban audience, which comprises of the younger TG 15-35yr old individuals, which are the core TG segment for most brands. The audience in the cinema screens are highly receptive to media and give undivided attention to the content being showcased. Cinema impacts social and cultural transition in society and UFO Moviez; has been an enabler to this transition. Cinema positively drives brand love, brand consideration and brand differentiation. Hence, it is undoubtedly one of the most preferred mediums of delivering impactful advertising campaigns by Creative Directors, CEOs, Media Buying Agencies, Brand Managers and Influencers. The company, that made First Day First Show phenomena possible has been leading innovations in the industry ever since. Apart from the UFO Moviez platform, the company has also introduced a unique mobile van cinema viewing platform called Caravan Talkies wherein sundown non-ticketed shows are aired. When consumers can’t come to cinema screens, UFO takes the cinema screen to the consumers. It empowers brands to engage with the rural audience most of which reside in media dark areas. A rural centric, free of charge, movie viewing platform, Caravan Talkies has 114 vans and has conducted rural activations and



screenings in 7000+ villages across India. A listed entity on BSE and NSE; UFO operates India's largest satellite-based, digital cinema distribution network using its UFO-M4 platform, as well as India's largest D-Cinema network. [www.ufomoviez.com](http://www.ufomoviez.com)

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