

NOVA Cinemaz enters in programming and branding agreement with 10 theatres in Madhya Pradesh and Chhattisgarh

Mumbai, 4th January, 2018: UFO Moviez's franchise brand, NOVA Cinemaz enters in programming and branding agreement with 10 individual theatres in Madhya Pradesh and Chhattisgarh. As part of alliance, NOVA is providing complete branding support and is also taking care of programming of films at the theatres. The first film that was programmed in these theatres through NOVA team was Salman Khan-Katrina Kaif starrer 'Tiger Zinda Hai'.

In Chhattisgarh, the names of theatres and the location are: Niharika NOVA Cinemaz in Korba; Vimal NOVA Cinemaz in Dhamtari; and Vinay NOVA Cinemaz in Balod. In Madhya Pradesh, the theatres are: Ankita NOVA Cinemaz in Bhanpur; Kanti Shivashakti NOVA Cinemaz in Betul; Ashoka NOVA Cinemaz in Chhatrapur; Raj NOVA Cinemaz in Jeerapur; Balaji NOVA Cinemaz in Gogawan; Shankar NOVA Cinemaz in Jawad; and Kantishiva NOVA Cinemaz in Sarni.

About UFO Moviez India Ltd: (www.ufomoviez.com)

UFO Moviez India Limited is India's largest digital cinema distribution network and in-cinema advertising platform in terms of number of screens. 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. UFO's digitization and delivery model has been a key driver of extensive digitization of Indian cinemas and has enabled wide-spread, same day release of movies across India. As on September 30, 2017, UFO's global network, along with subsidiaries and associates, spans 6,846 screens worldwide, including 5,384 screens across India and 1,462 screens across the Middle East, Israel, Mexico and the USA. We add value to all stakeholders in the movie value chain, spanning movie producers, distributors, exhibitors and the cinema-going audience. We provide value to movie producers and distributors by reducing distribution costs, providing reach to a wide network, providing a faster method of delivery of content and reducing piracy through encryption and other security measures. We provide value to movie exhibitors throughout India by providing access to first day release of movies on our digital platform. Audience benefits from faster access to new movie releases and a consistent high quality viewing experience. UFO has created a pan India, high impact in-cinema advertising platform with generally long-term advertising rights to 4,021 screens, with an aggregate seating capacity of approximately 1.82 million viewers and a reach of over 2,000 locations across India, as on September 30, 2017. Our in-cinema advertising platform enables advertisers to reach a targeted, captive audience with high flexibility and control over the advertising process. Our in-cinema advertising platform also allows small exhibitors who otherwise are not able to effectively monetise their advertising inventory due to their limited scale and reach to receive a greater share of advertisement revenue than they are able to using traditional advertising methods.

For further details, please contact:

Jasmine Roy
Sr. Manager – Corporate Communications
Direct no – 022 67119745
Email – jasmine.roy@ufomoviez.com

Seeta Iyer
Sr. Executive – Corporate Communications
Direct no – 022 67119713
Email – seeta.iyer@ufomoviez.com