

UFO Moviez' exhibition brand NOVA Cinemaz debuts in Uttar Pradesh with Kunwar NOVA Cinemaz

Mumbai 16th September 2019: NOVA Cinemaz, the exhibition brand of UFO Moviez, India's largest digital cinema distribution network & in-cinema advertising platform, recently launched its first minplex, **Kunwar NOVA Cinemaz** in Gonda, Uttar Pradesh. The latest minplex from NOVA comprises of 2 screens and a total seating capacity of 434 seats and began its operations on 6 September. Located in Kunwar Picture Palace, Circular Road, Janki Nagar, Gonda, UP, **Kunwar NOVA Cinemaz** has already become a one-stop entertainment destination for local movie buffs. Hindi movie - Chhichhore was screened in its opening week.

Kunwar NOVA Cinemaz is one of the most technologically advanced theatre with most modern amenities and facilities in the region. Equipped with the state-of-the-art projection & sound technology, it has revolutionized the cinema-viewing experience in Gonda. The theatre offers a mix of Bollywood and regional movies, all under one roof.

Kunwar NOVA Cinemaz leverages UFO Moviez' existing strength in industry relationships and its unmatched ability to seamlessly distribute film content across India. The multiplex offers world-class amenities which include:

- **Mesmerizing Ambience** - State-of-the-art viewing experience
- **High-tech digital projection technology**
- **Enhanced with Dolby 7.1 Digital sound technology**
- **Comfortable & spacious seating arrangement** - Has a total seating capacity of 434 seats
- **Appetizing Snacks Options** – Cafeteria
- Trained ushers and housekeeping staff will add to the pleasant movie-viewing experience.
- Ample Parking space

With this launch, NOVA Cinemaz now operates 49 screens at 23 properties in 21 cities across India. The other NOVA properties across India include - CineRoyale Cinemas-NOVA Cinemaz (Moga, Punjab) Rockstar NOVA Cinemaz (Virar, Maharashtra) Y Screens NOVA Cinemaz (Kovvur, Andhra Pradesh) NOVA Cinemaz (Nagpur, Maharashtra) Raj NOVA Cinemaz (Karjat, Maharashtra), Raj Mandir Nova Cinemaz (Jalna, Maharashtra), Niharika NOVA Cinemaz (Korba, Chhattisgarh, Vinay NOVA Cinemaz (Balod, Chhattisgarh), Kantishiva NOVA Cinemaz (Betul, Madhya Pradesh), Kantishiva NOVA Cinemaz (Sarni, Madhya Pradesh), Ankita Nova Cinemaz (Bhuranpur, Madhya Pradesh), Pearl NOVA Cinemaz (Palampur, Himachal Pradesh), Aradhaya NOVA Cinemaz (Mundra, Gujarat), Prabhat NOVA Cinemaz (Raipur, Chhattisgarh), Neelam NOVA Cinemaz (Moga, Punjab), 4G NOVA Cinemaz (Mullanpur, Punjab), OHM Orbit NOVA Cinemaz (Fazilka, Punjab), NOVA Cinemaz (Doraha, Punjab) Dreamz Nova Cinemaz (Daryapur, Maharashtra), Shiraz NOVA Cinemaz (Hoshiarpur, Punjab) and Mohan NOVA Cinemaz (Aurangabad, Maharashtra).

UFO's asset-light franchise model, NOVA CINEMAZ, has been envisaged to stabilize the demand-supply gap in the local cinema business. The aim of NOVA is to make the movie-going experience affordable, entertaining and accessible. NOVA Cinemaz encourages local entrepreneurs to own and operate NOVA branded theatres in various parts of the country. As per the arrangement, the franchisee shall make the primary investment, and UFO shall ensure that the theatre is set up at a competitive cost.

About UFO Moviez India Limited

UFO Moviez India Limited (BSE Code: 539141; NSE Code: UFO) 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. As on June 30, 2019, UFO's global network, along with subsidiaries and associates, spans 5,646 screens worldwide, including 5,244 screens across India and 402 screens across the Middle East, Israel, Mexico and the USA. 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. UFO adds value to all stakeholders in the movie value chain, spanning movie producers, distributors, exhibitors and the cinema-going audience. UFO provides 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. Audiences benefit from faster access to new movie releases and a consistently high quality viewing experience. UFO has created a pan India, high impact in-cinema advertising platform with generally long-term advertising rights to 3,600 screens, with an aggregate seating capacity of approximately 1.47 million viewers and a reach of 1,249 cities and towns across India, as on June 30, 2019. UFO's in-cinema advertising platform enables advertisers to reach a targeted, captive audience with high flexibility and control over the advertising process. UFO's 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.

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For further details, contact:

Jasmine Roy

DGM – Corporate Communications

Direct no – 022 67119745

Email – jasmine.roy@ufomoviez.com