

UFO Moviez' Franchise brand NOVA Cinemaz debuts in Almora with Starplexx Nova Cinemaz

India, 12th September 2017: UFO Moviez, India's largest digital cinema distribution network and in-cinema advertising platform, recently launched its franchise brand NOVA Cinemaz' third miniplex, **Starplexx NOVA Cinemaz** in Almora, Uttarakhand. Located in L.R. Sah Road near Vishal Mega Mart, the two-screen property is the only one stop entertainment destination for local movie buffs.

A picturesque locale, a popular destination for tourists, a historically significant area, and an important town in its state, Almora had been missing out on a technologically advanced cinema hall for far too long. At present, Starplexx NOVA Cinemaz is Almora's only theatre. Equipped with state-of-the-art Dolby Atmos surround sound, NOVA has pioneered the cinema-viewing experience in this town. The theatre offers a mix of Bollywood, Hollywood and regional movies, all under one roof.

With Starplexx NOVA Cinemaz, UFO Moviez' vision of spreading joy and bringing quality cinema to India's towns and Tier 2 cities is already bearing fruit.

Starplexx NOVA Cinemaz leverages UFO Moviez' existing strength in industry relationships and its unmatched ability to seamlessly distribute film content in remote areas. Underlining an unwavering commitment to its patrons, UFO Moviez' franchise brand NOVA enables movie buffs in the city to enjoy world-class amenities, which include:

- **Mesmerizing Ambience** - State-of-the-art viewing experience in both auditoriums
- **Comfortable seating** - Plush sofa seats and ample leg space
- **Latest technology** - 2K digital projection with 3D capability
- **Dolby Atmos sound technology** - Enables audience to hear movie sound that improves the onscreen action
- **Seating capacity** - Has a seating capacity of 426 seats in all. 236 seats in the first auditorium and 190 in the second.
- **Appetizing Snacks Options**
- **Trained ushers and housekeeping staff** - Adds to the pleasant movie-viewing experience.

Commenting on the launch, Mr. Vishnu Patel, CEO – Special Projects, UFO Moviez says, *"We are extremely thrilled to launch Starplexx NOVA Cinemaz in Almora. Almora is one of the largest towns of Uttarakhand and is famous for its rich wildlife and delicious cuisine. Due to the town's rustic demographics, this new miniplex is well designed, considering every fine detail in the interiors. The interiors are modern and give a convivial vibe on entering the cinema. It is spacious and luxurious with well-lit lobbies painted in soothing colors coupled with premium in-theatre seating, first-class in-theatre amenities and exceptional customer service. The brand new cinema is also technologically sound, leveraging UFO Moviez' impeccable digital cinema expertise, along with Dolby Atmos' surround sound. We are glad that like our earlier properties - Raj Nova Cinemaz in Karjat and Neelam Nova Cinemaz in Moga, Starplexx NOVA Cinemaz has been very well received by the locales of Almora."*

Mr. Bipin Rana, Proprietor says, *"We are extremely delighted to associate with NOVA Cinemaz and look forward to a long-term nurturing relationship. Starplexx NOVA Cinemaz is the only cinema theatre in Almora, making it a major attraction amongst locals and tourists alike. Secondly, it is deployed with the latest digital projection system and groundbreaking Dolby Atmos sound technology, which makes it an ideal cinema destination for the movie enthusiasts."*

NOVA Cinemaz, an asset-light franchisee model, is 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 will encourage 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 Ltd: (www.ufomoviez.com)

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, 2017, UFO's global network, along with subsidiaries and associates, spans 6,852 screens worldwide, including 5,390 screens across India & Nepal and 1,462 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 4,032 screens, with an aggregate seating capacity of approximately 1.84 million viewers and a reach of over 2,000 locations across India, as on June 30, 2017. 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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