



UFO Moviez' exhibition brand NOVA Cinemaz, upgraded and renovated Chandrapur's iconic single-screen cinema Sapna Talkies and rebranded it as NOVA CINEMAZ Chandrapur

Mumbai 5th March 2020: UFO Moviez' exhibition brand NOVA Cinemaz, recently upgraded and renovated Chandrapur's iconic single-screen cinema Sapna Talkies and rebranded it as NOVA CINEMAZ Chandrapur. Conveniently, located on Railway Station Road, Sarai Ward, Chandrapur, Maharashtra, the newly renovated property, NOVA CINEMAZ Chandrapur, reopens on 6 March 2020 and will screen Hindi movie Baaghi – 3 in its opening week.

With this addition, NOVA CINEMAZ, strengthens its growth in Maharashtra, with an aim to give best-in-class facilities and the best quality movie-viewing experience to its patrons. It now has a network of 13 screens across 7 properties in Maharashtra. NOVA Cinemaz currently operates 52 screens at 25 properties in 23 cities across India.

One of the well-developed districts in Maharashtra and home to various tourist attractions, Chandrapur had been missing out on a quality one stop entertainment destination for far too long. Equipped with the state-of-the-art projection and sound technology, NOVA Cinemaz Chandrapur will revolutionize the cinema-viewing experience for movie buffs in Chandrapur. The theatre offers a mix of Bollywood and regional movies, all under one roof. NOVA CINEMAZ Chandrapur leverages UFO Moviez' existing strength in industry relationships and its unmatched ability to seamlessly distribute film content across India. The property now features the following world-class amenities:

- Mesmerizing ambience – State of the art viewing experience
- High-tech digital projection technology
- Enhanced sound experience
- Comfortable & spacious seating arrangement - Has a total seating capacity of 699 seats
- Trained and friendly staff will add to the pleasant movie-viewing experience.
- Ample parking space
- Variety of F&B under NOVA Cinemaz's exclusive F&B brand "Nova Eats"

Commenting on the launch, **Shirish Deshpande, CEO – Exhibition business, NOVA Cinemaz** said, "We are excited to launch this newly renovated iconic Sapna Talkies Theatre under the brand name NOVA CINEMAZ Chandrapur. This launch further emphasizes our commitment to revolutionize the movie watching experience in the country with best in class service levels, audio video experience and modern comforts. We look forward to provide an unrivaled movie watching experience to the locals of Chandrapur.

NOVA Cinemaz's dream is to make the theatre complex a one-stop family entertainment center for their valuable patrons by offering a complete package of entertainment, excitement, comfort and delicious F&B experience. It aims to have the best of digital technology, coupled with class and convenience. Additionally, it should also have a wide range of F&B choices and a gaming zone, even for the non-movie guests.

About NOVA Cinemaz

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 as well as operates its own NOVA branded theatres in various parts of the country.

ABOUT UFO Moviez India Ltd.

UFO is the first one, to enable cinema digitization with satellite technology in India. That also makes UFO the largest in-cinema advertising platform, with the power to impact almost 2.1 billion viewers annually through 3,643 screens comprising of 1,847 screens in the PRIME channel and 1,796 screens in the POPULAR channel across 1,227 cities, leading directly into the hearts of India's Urban Heartland.

In the early 2000s, UFO optimized the potential of Indian cinema with satellite-based technology that transformed Annual Jubilee into Friday box office collections, slow-chain release into First Day - First Show, one blockbuster after another. It has made cinema into an equal experience for the whole country, making it an instant success with the youth that is already teased with pre-release teasers and trailers.

UFO is the end-to-end service provider for all DCI and non-DCI related cinema solutions. As on December 31, 2019, UFO's global network, along with subsidiaries and associates, spans 5,489 screens worldwide, including 5,279 screens across India and 210 screens across USA and Mexico. UFO has created a pan India, high impact in-cinema advertising platform with generally long-term advertising rights to 3,643 screens, with an aggregate seating capacity of approximately 2.1 billion viewers annually and a reach of 1,227 cities and towns across India, as on December 31, 2019.

UFO's innovation driven DNA empowers it to use technology and business intelligence to minimize content irrelevance by providing relevant content, to the relevant people, at the relevant time! With the same in mind, it launched NOVA Cinemaz, a purpose driven, asset-light franchisee model under UFO's subsidiary, Valuable Digital Screens Private Limited (VDSPL). It aims at enabling an environment of content sufficiency to the running cinema infrastructures, as well as to create a one-stop solution to set-up local movie theatres through a standardized model both in terms of infrastructure and experience. Apart from this, the company also has UFO Framez and Caravan Talkies, the former enables small businesses to use the UFO network to reach the local neighbourhood catchment areas while the latter takes brands to rural India while giving brands an opportunity to reach media dark areas.

UFO's mission is clear - un-biased, undivided, uninterrupted, cinema for all, and in doing so, outshining as the country's largest cinema influencers.

For further details, contact:

Jasmine Roy

DGM – Corporate Communications

Direct No – 022 67119745

Email – jasmine.roy@ufomoviez.com