

UFO Moviez' exhibition brand NOVA Cinemaz strengthens its presence in Punjab territory, launches second multiplex - CineRoyale Cinemas-NOVA Cinemaz in Moga

Moga, Punjab June 25, 2019: In line with its rapid expansion plan in East Punjab territory, UFO Moviez's, exhibition brand NOVA Cinemaz, launched CineRoyale Cinemas-NOVA Cinemaz in Moga, Punjab. The 3-screen multiplex theatre, CineRoyale Cinemas-NOVA Cinemaz is conveniently located at Choka Empire, Bughipura Chowk, NH-17, Dharamkot Barnala Road and began its operations from June 21st.

With this addition, NOVA strengthens its presence in East Punjab territory, CineRoyale Cinemas-NOVA Cinemaz is the second property of NOVA in Moga District and eighth in the territory. The total screen count in the territory now stands at 18

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

CineRoyale Cinemas-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 in all the three screens
- **High-tech digital projection technology with 3D System**
- **Enhanced with ATMOS & Dolby 7.1 Digital sound technology**
- **Comfortable & spacious seating arrangement** - Has a total seating capacity of 600 seats
- **Appetizing Snacks Options** – Cafeteria
- Trained ushers and housekeeping staff will add to the pleasant movie-viewing experience.

On its opening day (21 June), CineRoyale Cinemas-NOVA Cinemaz screened Punjabi movie Shaddaa, starring Diljit Dosanjh & Neeru Bajwa, and Hindi movie Kabir Singh starring Shahid Kapoor.

Commenting on the launch, Mr. Vishnu Patel, CEO – Special Projects, UFO Moviez said, we are extremely pleased to launch CineRoyale Cinemas-NOVA Cinemaz in Moga, Punjab. Punjab has been an important market for us and the new launch is completely in-sync with our growth strategy and aligned to our vision of revolutionizing the movie watching experience of audiences residing in tier- II, III & IV towns.”

Mr. Dhruv Kansal, MD, CineRoyale Cinemas , said, “We are very happy to associate with NOVA Cinemaz and look forward toward a long term association. CineRoyale Cinemas-NOVA Cinemaz is very conveniently located in Moga and is deployed with the latest movie screening & sound technologies and excellent amenities to ensure an unrivalled movie watching experience to cinema enthusiasts. Moreover, the surrounding complex also features contemporary hotel, restaurants, spacious banquet hall, making CineRoyale Cinemas-Nova Cinemaz an ideal entertainment hub for the locales of Moga.”

With this launch, NOVA Cinemaz is now present in 20 cities with 47 screens, across India. The other NOVA properties across India include - 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 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 March 31, 2019, UFO's global network, along with subsidiaries and associates, spans 5,758 screens worldwide, including 5,315 screens across India and 443 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 3,697 screens, with an aggregate seating capacity of approximately 1.50 million viewers and a reach of 1,281 cities and towns across India, as on March 31, 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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