



## **UFO Moviez launched a unique social media initiative #DearPapaWithUFO to celebrate Father's Day**

To make Father's Day more memorable, **UFO Moviez**, India's largest digital cinema distribution network and in-cinema advertising platform has launched unique social media initiative #DearPapaWithUFO. The winners will get once in a lifetime opportunity to watch their Father's Day video message on the big screen along with their fathers. The contest began on 10 June and ends on 13 June 2019.

A social media contest is being conducted on UFO Moviez social media platforms, encouraging participants to post their selfie video wishing their fathers on Father's Day mentioning hashtag #DearPapaWithUFO and tagging UFO Moviez in their posts. Participants with the most heart touching video messages will be declared as winners. Gratification includes screening of the Father's Day video on UFO Moviez screens pan India, along with free movie tickets and exciting gift hampers.

The whole thought behind this idea is we usually have difficulty in expressing our love to our fathers as compared to our mothers. UFO Moviez wants to bridge this gap and is requesting kids to express their affection to their fathers and give them an experience which both the kids and fathers will never forget.

Commenting on the same, **Mr. Siddharth Bhardwaj, Chief Marketing Officer, UFO Moviez** said, "We at UFO Moviez believe that fathers play a major role in shaping the personality of every individual and we should not shy away from expressing our love to our wonderful father. Given the fact that our network of over 3500 screens have a potential of entertaining over 4.2 cr audiences in any week, we have decided that using our network we will take this message to the wonderful fathers that are shaping the future of our nation.

### **About Us:**

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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