



UFO Moviez partners with the country's leading talent management agency The Collective Artists Network to offer cutting edge branded content and influencer marketing solutions to their clients

*In the midst of the pandemic, two of India's strongest players in the entertainment industry come together to amplify their combined networks and offer brand building and digital solutions to a digitally-driven India Inc via The Collective Artist Network's influencer marketing platform **Big Bang Social***

Mumbai, 28 April, 2021: In an interesting development for the entertainment industry, UFO Moviez India Ltd. (UFO) and The Collective Artists Network Pvt. Ltd., have entered into a partnership to offer influencer marketing, branded content, and social media solutions to brands across the country. This move is a result of both powerhouse players fostering a joint vision to expand their respective operations while amplifying their existing strengths and infrastructure as market leaders in their respective fields.

Even as the pandemic has shaken up industries, this collaboration for offering a highly innovative digital-first, hyperlocal service, tells the tale of resilience and agility of both the companies. As a part of this association, UFO and Big Bang Social (an initiative wholly owned by The Collective Artists Network) will offer end-to-end social media and branded content solutions to a wide base of local and global brands across India. The optimum use of their networks will mean a steady growth trajectory for both the companies notwithstanding the overall business slump that they have faced during the COVID-19 pandemic.

It is widely known that 'The Collective Artists Network' has a robust network of celebrities and social media influencers, while 'UFO Moviez' has a seasoned team of sales and marketing professionals spread across the country. This association will thus prove tremendously beneficial to both entities as:

- The Collective Artists Network will be able to accelerate the monetization of its social media assets by having access not only to UFO's experienced pan-India team of sales and marketing professionals but also to its existing base of over 2000 clients across segments.
- UFO will be able to expand its reach in the fast-growing social media advertising segment in addition to its core business of in-cinema advertising.
- The association will help provide higher and quicker monetization of influencer management and branded content (via celebrities and social media influencers) for brand-building activities for a variety of industries.

Explaining the rationale behind this collaboration, **Vijay Subramaniam - Group CEO And Co-Founder - The Collective Artists Network** says, "Our core vision, in the ever-changing world of brand marketing, is to be present far and wide across every aspect of pop culture whilst creating a



powerful digital narrative for powerful brands. As custodians of all things pop culture, we have been frontline advisors to Corporate India for over a decade. With Big Bang Social, we will also be introducing content marketing and influencer management to industries that did not have access to the required resources or expertise, until now. Both these services have become an intrinsic part of every brand's marketing - they are no longer feel-good efforts, but essentials and must have's for brand building. Thus, those who are active in the digital space should robustly adapt to this strategy, and those who aren't can now deeply benefit from our expertise in all things digital."

Kapil Agarwal - Joint Managing Director at UFO Moviez India Ltd., said, "We understand that brands and marketers are always on the lookout for opportunities to partner with national and local influencers to showcase their brand story to the relevant audience. India is adopting digital at a lightning pace, and with this association, our endeavor is to serve the complete spectrum of brands across industries, including national and regional corporate clients, PSUs, PSEs, Central and State Governments using our pan-India presence and sales network."

While the success of in-cinema advertising is dependent on the success of films, the social media opportunity is a newfound avenue of growth for businesses and will only grow with penetration of digital in consumers' lives. This association, by both companies, is intrinsically aimed at serving the digital 1st brands and helping them leverage the top social media influencers of the country for their marketing objectives.

[About The Collective Artists Network:](#)

The Collective Artists Network is India's leading marketplace for Popular Culture, as well as India's biggest, multifaceted talent management powerhouse and pop-culture brand advisory. A name synonymous with the world of entertainment and branded content, the 'Collective' offers unparalleled access to India's leading talent across Cinema, OTT, television, music, sports, digital and regional industries.

Representing the country's largest portfolio of actors, writers, sportspersons, directors, producers, singers, composers, comedians, digital stars, authors, and more - its business verticals spread across Talent management, Sponsorships, Branded content Solutions, LIVE event programming, Influencer marketing, Digital content, Sports team, and league management, Music content development, Publishing and distribution (music), Musical artist career management, Directors Authors Scriptwriters and DOP representation, Regional cinema (Tamil and Telugu) representation, In-film and movie marketing solutions.

Its recently launched digital influencer platform - Big Bang Social - will serve as the gatekeeper of the most authentic pop culture data analytics our country has to offer. Powering dreams, this dynamic new age company aims to enable and empower the creative talent of this country by fast building India's most reputed and engaged integrated creative community across genres.



About UFO Moviez India Limited:

UFO is India's largest in-cinema advertising platform and has created a pan India, high impact in-cinema advertising platform with generally long-term advertising rights on 3,633 screens with an aggregate seating capacity of approximately 2.0 billion viewers annually and a reach of 1,180 cities and towns across India directly into the hearts of Urban India.

UFO is the first one, to enable cinema digitization with satellite technology in India. UFO is the end-to-end service provider for all DCI and non-DCI related cinema solutions in India. As on December 31, 2020, UFO's network, along with subsidiaries and associates, has 5116 screens across India. 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! UFO's mission is clear - unbiased, undivided, and uninterrupted cinema for all.

For further details, contact:

Arpit Jain
Dy. General Manager – Marketing
UFO Moviez India Limited
Tel: + 91 82916 36469
Email: arpit.jain@ufomoviez.com

Prathmesh Chavan
Group Head - Entertainment
The Other Circle PR India
Tel: + 91 96192 90261
Email: prathmesh@theothercircle.com