

## **UFO Framez Launches a New Ad Campaign: 'Bade Parde Pe Aao, Dhandha Badhao'**

**Mumbai, October 13th, 2016:** UFO Framez, UFO Moviez' cloud based in-cinema retail advertising platform announces the launch of their new advertising campaign with the theme '**Bade Parde Pe Aao, Dhandha Badhao**'. The campaign will be live on 15<sup>th</sup> October 2016, on UFO network screens.

UFO Moviez is a leader in-cinema advertising space, it has long-term exclusive advertising rights with over 3,670 screens. The aim of the ad campaign is to raise the brand perception and to communicate the prowess of the in-cinema advertising to the local retailers. The campaign narrative is more of a conversation and encourages retailers to target their audience through the 'Silver Screen'. The ad campaign will be played in five different languages - Hindi, Tamil, Telugu, Malayalam and Kannada. The campaign will also be supported by robust promotional activities and will be leveraged through digital and social media platforms.

The concept of UFO Framez has emerged from the fact that there has been massive boom in the retail sector due to significant rise of incomes and standard of living of people. Retailers want to make the most of this opportunity and are looking at innovative ways to market their products to the consumers.

Speaking about the ad campaign, **Mr. Siddharth Bhardwaj, Chief Marketing Officer, & National Sales Head – Enterprise Business, UFO Moviez** said, "UFO Framez has created a pan India network of DSA's, each DSA serves as a single point contact for the local retail advertisers to use the local cinema screen to advertise their product and services. Each cinema screen has catchment viewers and UFO Framez helps the retailer's to use these screens to reach out to their target audience. Most retailers advertise through OOH, newspaper inserts and we are here to change the same through our offering, cinema screen will serve as a digital hoarding and will help the advertiser communicate with the audience in a more engaging and effective manner. This campaign is a set of four creatives and each creative targets one key retail category, we believe that this campaign will help us reach out to our potential retail advertisers and shall help us position UFO Framez as an impactful and effective consumer touchpoint medium of advertising."

**Mr. Sheldon Dsilva, Business Head, UFO Framez** said, "We're quite excited to launch our first campaign. We believe our prospective clients will strongly identify with the campaign and would want to capitalize our screens to grow their business exponentially."

UFO Framez is an in-cinema advertising offering aimed at serving the marketing & promotional needs of local retailers and business owners. UFO Framez is a technology innovation that helps advertisers to effectively and efficiently promote their business through the UFO cinema screens in their own locality. UFO Framez is driven by a network of over 325 Direct Sales Associates (DSAs) across the UFO screens in India.

**Enclosed below is the ad campaign downloadable link:**

[Framez Ad campaign \(WeTransfer Link\)](#)



**About UFO Moviez India Ltd: ([www.ufomoviez.com](http://www.ufomoviez.com))**

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 September 30, 2015, UFO's global network, along with subsidiaries and associates, spans 6,557 screens worldwide, including 4,940 screens across India & Nepal and 1,617 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 and 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 3,690 screens, with an aggregate seating capacity of approximately 1.79 million viewers and a reach of 1,882 locations across India, as on September 30, 2015. UFO's in-cinema advertising platform enables advertisers to reach a targeted, captive audience with high flexibility and control over the advertising process.

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