



## **UFO Moviez's 'Curtain Raiser' Platform Leveraged by Shah Rukh Khan To Launch Raees Trailer Live on Big Screen Amidst Fans**

**-UFO's revolutionary technology empowers King Khan to interact with thousands of fans Live on screen across Mumbai, Delhi, Indore, Ahmedabad, Kolkata, Bangalore, Hyderabad, Jaipur, Surat and Moga –**

**Mumbai, 7<sup>th</sup> December, 2016:** Today, Digital Era saw yet another path breaking initiative by UFO Moviez. The world's first-ever Big Screen trailer launch of movie 'Raees' on 7<sup>th</sup> December 2016 mesmerized audiences in 10 theatres across Mumbai, Delhi, Indore, Ahmedabad, Kolkata, Bangalore, Hyderabad, Jaipur, Surat and Moga, thanks to UFO Moviez's latest initiative 'Curtain Raiser'. Curtain Raiser enabled King Khan to launch the much-awaited Raees Trailer simultaneously in the theatres and gave him an opportunity to interact live with audience on Big Screen. The platform –'Curtain Raiser', introduced by UFO Moviez, empowers a brand to interact live with audiences across their network of over 5000 screens.

The remarkable affair began mid-morning with a brief introduction of UFO Moviez, the initiative and release of thrilling trailer of "Raees". The Baadshah of Bollywood, Shahrukh Khan, stationed at UFO Moviez's central studio, interacted with the audiences for an hour, with fans fervently asking for more. The audience sitting in theatres in the selected 10 cities could see and interact with the actor himself. The staggering enormity of the initiative truly came across when viewers at one location could hear those at another, while they interacted with Mr Khan.

With King Khan live on screen in virtually every big city, all eyes were locked on the event. With this phenomenal event, UFO Moviez has ignited a spark that will provoke a revolution in the digital wave of Indian cinema. The name of the theatres participated for the interactive session are **Mumbai** - Gold Cinemas (Milan Mall), **Moga (Punjab)** - Neelam Nova Cinemas, **Jaipur** - Golcha Cinema (Nile), **Kolkata** - Menoka Cinema, **Delhi** - Delite Theatre, **Indore** - Madhu Milan Cinema, **Hyderabad**- Venkatramana Megaplex **Ahmedabad** - City Gold Ashram Road, **Bengaluru** - Q Cinemas, and **Surat** - DR World (INOX).

To promote the Trailer Launch, a short teaser was shot wherein King Khan himself invited people to the theatres to be part of this first of its kind of trailer launch. The teaser went live on UFO screens across India 1<sup>st</sup> December 2016 onwards and has reached approximate 6 million unique viewers till 6<sup>th</sup> December 2016.

**Founder & Managing Director of UFO Moviez, Sanjay Gaikwad, said on the initiative:** -"It was great to execute and present the World's first-ever Interactive Big Screen Trailer Launch. We are glad that through 'Curtain Raiser', the King of Bollywood, 'Shah Rukh Khan', was able to interact live with audiences in 10 theatres through the Big Screen while audiences across UFO screens enjoyed this exhilarating event live on-screen. The audience response to the event was astounding. We are delighted with the commencement of our platform 'Curtain Raiser' and hope to see the same overwhelming

*response in the future. As India's largest digital cinema distribution network and in-cinema advertising platform, UFO Moviez takes pride in emerging as the leaders of the new digital era."*

**Commenting on the initiative, Veteran Producer - Distributor Mr Pahlaj Nihalani, and President of Movie Image Makers said,** – *I am really impressed with UFO's latest initiative 'Curtain Raiser'. The LIVE promotion vide the digital technology encourages additional footfalls at the cinemas many of which are going through low occupancy. It was a real gratifying experience for the cinema audience as it brought them closer to their stars and gave them an opportunity to interact with them. This kind of innovative promotions will help enhance revenues for the entertainment industry.*

**Commenting on the Raees Trailer Launch on UFO's Curtain Raiser, the film's Producer, Mr. Ritesh Sidhwani, said,** *"The trailer of the film has released in as many as 3,500 screens Pan India. The launch is a revolutionary concept which has helped us reach out to a larger audience and celebrate the movie goer in its purest form through the advanced technology of UFO Moviez. We have had a fantastic association, and hope to collaborate on future projects that bring innovation and excitement to the theatre going audiences."*

**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, 2016, our global network, along with our subsidiaries and associates, spans 6,730 screens worldwide, including 5,055 screens across India & Nepal and 1,675 screens across the Middle East (UAE, Bahrain, Qatar, Oman, Kuwait, Lebanon and Jordan), Israel, Mexico and the USA serviced by our subsidiary Scrabble Entertainment Ltd..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 3,748 screens, with an aggregate seating capacity of approximately 1.76 million viewers and a reach of 1,906 locations across India, as on September 30, 2016. 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 monetize 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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