

## **UFO Moviez' Franchise brand NOVA Cinemaz Unveils its First Theatre Neelam NOVA Cinemaz in Moga, Punjab**

**India, 27<sup>th</sup> October 2016:** UFO Moviez, India's largest digital cinema distribution network and in-cinema advertising platform, today unveils its franchise brand NOVA Cinemaz' first ever theatre Neelam NOVA Cinemaz, in Moga, Punjab. Located at Neelam Plaza, Neelam NOVA Cinemaz, is a one stop entertainment destination for the local movie buffs, it features 2 screens and has 367 seats in total, with recliner seats in each screen. The movies showcased at Neelam NOVA Cinemaz in the opening week are 'Ae Dil hai Mushkil' and 'Shivaay'. The theatre will offer a mix of Hindi, and regional movies, all under one roof.

Neelam NOVA Cinemaz leverages UFO Moviez' existing strength in industry relationships and its unmatched ability to seamlessly distribute film content in remote areas. It offers world-class amenities which include:

- **Mesmerizing Ambience** - State-of-the-art viewing experience in both auditoriums
- Comfortable seating and ample leg space
- **Latest technology** - 2K digital projection with 3D capability
- **Enhanced, 7.1 sound systems** that will enable viewers to hear movie sound that improves the onscreen action
- **Appetizing Snacks Options** – Cafeteria
- Trained ushers and housekeeping staff will add to the pleasant movie-viewing experience.

**Commenting on the new initiative, Mr. Vishnu Patel, CEO – Special Projects, UFO Moviez** says, *“We already have expertise in the digital cinema business and film exhibition is a natural progression. We are thrilled to open our first ever Franchise movie theatre, Neelam Nova Cinemaz. Neelam NOVA Cinemaz is dedicated to provide our patrons with an unrivaled movie watching experience. It is equipped with UFO Moviez' impeccable cinema technology which includes high-tech digital projection system and sound, along with the premium in-theatre seating, first-class amenities and exceptional customer service. Our aim has always been to transform the movie-watching experience in smaller towns. And we believe Neelam NOVA CINEMAZ as the stepping stone in fulfilling this aim.”*

**Mr. Navdeep Kumar, Partner Neelam Plaza** says, *“I would like to thank NOVA Cinemaz for partnering us in our journey of making Neelam Plaza a one-stop entertainment destination. Neelam Nova Cinemaz is committed to providing the finest movie going experience in Moga”*

NOVA Cinemaz, an asset-light franchisee model, is 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 will encourage 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.

UFO Moviez intends to create a franchisee network of NOVA Screens in Tier 2 and 3 cities, where there is a pressing need for good theatres. Nova Cinemaz has already shortlisted five franchisees including in Maharashtra, Punjab and Gujarat.

**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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