

Date: February 23, 2016

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001
Fax: 022 – 2272 3121
BSE Scrip Code: 539141

To,
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1, G Block,
Bandra Kurla Complex, Bandra (East),
Mumbai – 400 051
Fax: 022 – 2659 8237 / 38
NSE Scrip Code: UFO

Dear Sir / Ma'am,

Sub: Disclosure of events or information under Reg. 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

UFO Moviez India Limited is pleased to launch a Franchise Brand - NOVA CINEMAS under its subsidiary Valuable Digital Screens Private Limited (VDSPL).

Under NOVA CINEMAS, VDSPL will encourage local entrepreneurs to own and operate NOVA branded theaters in various part of the country. The theatres will operate as franchisees of VDSPL. The local entrepreneurs will be primarily responsible to make the requisite investment for setting up of the theatres and will also be responsible for day to day operations of their theaters. VDSPL will ensure that the theater is setup at a competitive cost for the franchisees. VDSPL shall also grant rights to use the brand 'NOVA CINEMAS' to the local entrepreneurs for a fee and take end to end responsibility of providing theatrical technologies as well as sourcing of film content. Under this asset light initiative, VDSPL aims to recreate the screen growth in non-metro regions across India. Contractually, NOVA franchisees shall be required to use UFO's service offering thereby providing a dedicated and captive customer base for UFO's digital cinema & advertising business.

Kindly take the same on your records.

Thanking you,

Yours faithfully,
For **UFO Moviez India Limited**

S. S. Chavan

Sameer Chavan
Company Secretary