

Mitalee Patel, Chief Content Officer at UFO Moviez, was honored with the “Women Leadership Achievement Award”

Mumbai, March 4th, 2016: Mitalee Patel, Chief Content Officer at UFO Moviez, was honored with the “Women Leadership Achievement Award” at World Women Leadership Congress 2016 (WWLC-<http://www.worldwomenleadershipcongress.org/awd-winners-2016.html>) held in Mumbai recently.

Women Leadership Achievement Award is given to women leaders in honor of their contribution to the betterment of the modern economy, technology and administrative practices that help in the progression of the organization that they belong to, rendering to the ideals of global competitiveness. Ms. Patel was awarded for demonstrating exceptional leadership skills and expertise in content acquisition at UFO Moviez.

Ms. Mitalee Patel, Chief Content Officer at UFO Moviez said, “In a male dominated society and organization, I am proud to lead an empowered brilliantly performing team of determined women, at UFO Moviez. Determined women can revolutionize anything - families, communities, the world and future generations. After all women are the 1st teachers. By nature we are multi skilled / talented. Our feelings and emotions are our biggest strengths. Let’s not seek or ask for empowerment, privileges, rights, equality - let’s assume it, own it, practice it; gently and firmly. I thank the organizers for conferring the Women Leadership Achievement Award 2016 on me. I do believe that, by hosting this very unique award ceremony, where diverse women from all over the world are identified, felicitated for their contributions & achievements, they are pioneers in India, in recognizing all of the above.”

Ms. Patel has worked expansively over a span of 25 years in the Media, Entertainment and Experiential Management Industries and has been associated with leading organizations like Times of India and Zee TV. In her current role, she spearheads content acquisition for India's largest digital cinema distribution network and in-cinema advertising platform (in terms of numbers of screens), UFO Moviez, and all its brand extension projects – Club X, Cinema Club, Caravan Talkies.

About UFO Moviez India Ltd: (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 December 31, 2015, UFO’s global network, along with subsidiaries and associates, spans 6,636 screens worldwide, including 4,984 screens across India & Nepal and 1,652 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. 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 3,726 screens, with an aggregate seating capacity of approximately 1.78 million viewers and a reach of 1,898 locations across India, as on December 31, 2015. 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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