

NOVA Cinemaz signs MOU with Y Screens Entertainment India to deploy over 225 cinema screens in Andhra Pradesh & Telangana by 2020

Mumbai, March 31, 2017 – UFO Moviez’s asset-light franchisee venture, NOVA CINEMAZ recently signed a memorandum of understanding (MOU) with Y Screens Entertainment India to set-up over 225 cinema screens in Andhra Pradesh & Telangana by 2020. As part of the MOU, NOVA Cinemaz and Y Screens together will set-up ‘Y Screens Trade Development Centre’ (YSTDC), which would have 2 screen miniplex amongst other amenities. The miniplex’s in the YSTDC centers will be branded and operated as Y Screen Nova Cinemaz.

As part of MOU, Y Screens shall ensure that it facilitates and offers co-operation for establishment of NOVA Cinemaz in 15 YSTD Centers in the first 6 months and another 200 cinema screens over the period of three years. As per the MOU terms, Y Screens Entertainment shall make the necessary investment for setting up the theatre, while NOVA Cinemaz shall provide complete branding support and take care of programming of films at the theatre. NOVA shall also take care of deployment of the latest theatrical technologies and amenities which will ensure hi-end movie watching experience for the audience.

Commenting on the partnership, Mr. Vishnu Patel, CEO – Special Projects, UFO Moviez, said, “There is voracious appetite for quality movie-viewing experience in Andhra Pradesh & Telangana and we wanted to build on that. Associating with Y Screens Entertainment is a good move towards this direction. Through this association with we aim to bring great cinema experience for the movie lovers in South India”.

Commenting on the partnership, CMD Y Ratna Kumar Y Screens Entertainment said, “We are very pleased to have entered into this MOU with NOVA Cinemaz. They have deep and wide reaching ties within the Indian film industry and we look forward to building a mutually beneficial relationship.”

UFO Moviez intends to expand its franchisee network of NOVA Screens in Tier 3 and 4 cities, where there is a pressing need for good theatres. NOVA Cinemaz believes that luxury makes the movie-viewing experience more desirable. Comfortable seats, a spacious lobby and state-of –the –art technology, all packaged in a miniplex; makes it an unforgettable movie-viewing experience.



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, 2016, our global network, along with our subsidiaries and associates, spans 6,674 screens worldwide, including 5,052 screens across India & Nepal and 1,622 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. We have created a pan India, high impact in-cinema advertising platform with generally long-term advertising rights to 3,737 screens, with an aggregate seating capacity of approximately 1.74 million viewers and a reach of 1,911 locations across India, as on December 31, 2016. Our 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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