



ICRA Upgrades UFO Moviez Long-Term Credit Rating to [ICRA]AA-

Mumbai, April 11, 2017: The Rating Committee of ICRA has upgraded UFO Moviez India Limited's long-term rating to [ICRA]AA- (pronounced ICRA double A minus) with a stable outlook from [ICRA]A+ (pronounced ICRA A plus) with a positive outlook.

The Rating Committee of ICRA has reaffirmed the short-term rating of [ICRA]A1+(pronounced ICRA A one plus).

These ratings are valid till March 31, 2018.

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.

For further details, please contact:

Jasmine Roy
Sr. Manager – Corporate Communications
Direct no – 022 67119745
Email – jasmine.roy@ufomoviez.com

Seeta Iyer
Sr. Executive – Corporate Communications
Direct no – 022 67119713
Email – seeta.iyer@ufomoviez.com