

## **SRK announces the trailer release date of RAEES in style!**

Shah Rukh Khan to interact live with audiences in 9 UFO theatres through Big Screen while audiences across 3500 can view this interaction live on-screen

**Mumbai, 1<sup>st</sup> Dec:** UFO digital cinema, Excel Entertainment and Red Chillies Entertainment and are set to bring in the trailer of Raees to the theatres in your city! A revolutionary concept which reaches out to larger audiences and celebrates the movie goer!

Today the world is transforming. We see innovative technologies and solutions applied to every facet of the entertainment industry. UFO Moviez has taken this very aspect to the next level.

One of the widely talked about films of SRK has commenced its campaign where the actor recently released a special video that was shot as a build up to the trailer of the film! This brief video has SRK in his character Raees, who has announced the release date of the trailer which is set to come out on 7th December!

The trailer of the film will be released in as many as 3,500 theatres across cities! Infact SRK will be seen interacting with the audiences of a few selected cities (Delhi, Indore, Ahmedabad, Kolkata, Bangalore, Hyderabad, Jaipur, Mumbai and Moga) through the advanced UFO technology of video conferencing. The team is keen to reach out to as many people as possible and this approach sure seems to be an effective way of doing the same.

**Commenting on the new initiative, Mr. Sanjay Gaikwad, Founder and Managing Director, UFO Moviez said,** “As India’s largest digital cinema distribution network and in-cinema advertising platform, UFO Moviez takes pleasure in pioneering the interactive digital promotional genre with our latest initiative ‘Curtain Raiser’. ‘Curtain Raiser’ empowers a brand to interact live with audience’ across our network of over 5000 screens. We are glad to be associated with Excel Entertainment and Red Chillies who are leveraging ‘Curtain Raiser’ to present India’s first-ever Interactive Big Screen Trailer Launch. Through this platform, the King of Bollywood ‘Shah Rukh Khan’ and team Raees would be able to interact live with audiences in 9 theatres through Big Screen while audiences across 3500 screens can enjoy this exhilarating event on screen. We believe that there could have been no better way to launch this platform and we are eagerly waiting for the audiences’ responses. We believe that brands have always known the power of the 40 feet screen, the original screen and the true home of Impact i.e. the cinema screen and with innovations like ‘Curtain Raiser’ they will capitalize on this opportunity to build an emotional connect with their audience.”

***Link to the Teaser of the Trailer:***

<http://bit.ly/RaeesTrailerAaRahaHai>



digital cinema

Red Chillies Entertainment and Excel Entertainment Present

An Excel Entertainment Production

**RAEES**

**Trailer Launches on 7th December'16**

**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, 2016, our global network, along with our subsidiaries and associates, spans 6,730 screens worldwide, including 5,055 screens across India & Nepal and 1,675 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. UFO has created a pan India, high impact in-cinema advertising platform with generally long-term advertising rights to 3,748 screens, with an aggregate seating capacity of approximately 1.76 million viewers and a reach of 1,906 locations across India, as on September 30, 2016. 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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