

UFO Moviez Facilitated Multiple Movie Screenings of "Sarbjit" for Tihar Jail inmates

India, June 9th, 2016: UFO Moviez, in association with Mr. Vashu Bhagnani screened Sarbjit, a 2016 Bollywood biographical drama film, for Tihar Jail inmates. UFO Moviez, India's largest digital cinema distribution network and in-cinema advertising platform, facilitated **exclusive multiple screenings** of Sarbjit at Tihar Jail through its pioneering digital cinema services and solutions. In total, there were 4 screenings held from 4th to 8th June and over 450 inmates attended it. The initiative aimed at bringing joyful smiles and to humanize the prison system for the inmates.

Starring Aishwarya Rai-Bachchan, Randeep Hooda and Richa Chadda, Sarbjit has received good reviews from the audiences, media and industry due to its powerful performances and hard hitting story line. The biopic showcases the struggle of Indian farmer Sarbjit Singh, who was imprisoned in Pakistan for a mistaken identity and his family's relentless fight to release him.

Speaking on the initiative, **Mr. Rajesh Mishra – CEO (Indian Operations) at UFO Moviez**, said, *"We are very happy to be part of such an initiative, along with Mr. Vashu Bhagnani. The special screening of Sarbjit is a positive step by the producers and UFO Moviez towards entertaining inmates. We see this as an opportunity to touch a few lives in our own way."*

"We would like to thank UFO Moviez for associating with us for this noble initiative. Sarbjit is not just the story of an innocent prisoner; it is the story of what the families go through while the prisoner languishes behind bars. It is a tribute to the hardships prisoners face and how a jail term should ideally mean reformation and not cruelty. With this thought behind the initiative and the pioneering digital prowess of UFO Moviez I think we were able to convey our intent and sentiment," said **the producer of the movie, Vashu Bhagnani.**

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 March 31, 2016, UFO's global network, along with subsidiaries and associates, spans 6,689 screens worldwide, including 5,034 screens across India & Nepal and 1,655 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 3,713 screens, with an aggregate seating capacity of approximately 1.78 million viewers and a reach of 1,904 locations across India, as on March 31, 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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