

Box Office India

Nova Cinemaz Launch

UFO Moviez's franchise brand NOVA Cinemaz launched the first-ever multiplex, Rockstar NOVA Cinemaz, in Mumbai's northern suburb of Virar, on February 28. The two-screen multiplex theatre is located at Lakdu Plaza, Olanda Naka in Virar. Hindi movie *Luka Chuppi* and Marathi movie *Dokyaala Shot* were screened in the cinema's opening week. With this addition, NOVA Cinemaz strengthens its growth in Maharashtra, with 12 screens in six properties.

Equipped with state-of-the-art projection & Dolby 7.1 Digital sound, along with 3D capabilities, the multiplex offers a mix of Bollywood, regional and Hollywood movies, all under one roof.