

Box Office India

NOVA Cinemaz Launches

UFO Moviez's franchise brand NOVA Cinemaz recently launched the first multiplex, Aradhaya NOVA Cinemaz, in Mundra, Gujarat, on April 7. The new multiplex has already become a local attraction, clocking over 40 per cent occupancy. The 3-screen multiplex is located at Om Orbit Mall, Adani Port Road, Mundra, Gujarat, and has a total seating capacity of 515. Tiger Shroff's *Baaghi 2* was showcased in its opening week.

Equipped with state-of-the-art projection technology and Dolby 7.1 surround sound, Aradhaya NOVA Cinemaz offers a mix of Bollywood, Hollywood and regional movies, all under one roof. NOVA Cinemaz encourages local entrepreneurs to own and operate Nova-branded theatres in various parts of the country. As per the arrangement, the franchisee makes the primary investment, and UFO ensures that the theatre is set up at a competitive cost.

Mundra's First Multiplex Aradhaya NOVA Cinemaz

UFO Moviez's, franchise brand NOVA Cinemaz, recently launched Mundra's first multiplex, Aradhaya NOVA Cinemaz on 7th April, 2018. The newly launched multiplex has already become a major local attraction, clocking over 40% occupancy. The 3-screen multiplex theatre, Aradhaya NOVA Cinemaz is located at Om Orbit Mall, Adani Port Road, Mundra, Gujarat, and has a total seating capacity of 515 seats. Tiger Shroff's much awaited movie, 'Baaghi 2', was showcased in its opening week. Home to the largest private port in India, Mundra had been missing out on a technologically advanced multiplex for far too long. Equipped with state-of-the-art projection technology and Dolby 7.1 surround sound, Aradhaya NOVA Cinemaz has revolutionized the cinema-viewing experience in this town.

Aradhaya NOVA Cinemaz leverages UFO Moviez' existing strength in industry relationships and its unmatched ability to seamlessly distribute film content in remote areas. The multiplex offers world-class amenities which include:

- **Mesmerizing Ambience** - State-of-the-art viewing experience in all the three auditoriums
- Comfortable **recliner seating** and ample leg space
- **High-tech digital projection technology with 3D capabilities**
- **Enhanced, 7.1 Dolby Digital sound systems** that enables audience to hear movie sound that improves the onscreen action
- **Seating capacity** - Has a total seating capacity of 515 seats. 226 seats in the first, 226 in the second and 63 in the third auditorium.