

DIGITAL DOMAIN

"UFO Is Growing Phenomenally Year After Year And So Are The Audiences In The Cinemas"

- PANKAJ JAYSINH

UFO Moviez has a unique delivery model that has played a major role in extensive digitization of Indian cinemas and has enabled wide-spread and same day release of movies across India. UFO also has managed to add several ways of taking cinema to the people with Caravan Talkies, a movie-on-wheels concept wherein films are taken deep into the Indian heartland; also, there is NOVA Cinemas, an initiative to take modern cinema viewing experience to masses. UFO Framez is a revolutionary cloud based in-cinema hyper local retail advertising platform. Mohan Ayyer of COMPLETE CINEMA spoke to the dynamic, daring and dashing COO of UFO MOVIEZ Pankaj Jaysinh. Excerpts.

The UFO's unified documentation for business provides complete transparency to its stakeholders regarding scheduling of shows, playback logs. UFO's policy of checking bonafides of copyright owners and checking the censor requirements helps preventing unauthorised use of content. UFO has developed an indigenous ticketing platform integrating points of sale of tickets and online ticketing services using completely tamper proof technology for transparency of business.



UFO has networked cinemas all across India from Arunachal Pradesh in East to Saurashtra in West and Jammu in North to Kanya Kumari in South. Thus it has contributed a lot towards monetising content pan India. Of late, UFO is gaining popularity for its excellent services. Tell us your perspective of the business.

The Satellite download ensures timely content delivery irrespective of distance and connectivity. Indigenous UFO technology is suitable for Indian cinema, allowing wide release of films at low cost and is also helping to curb piracy. High storage capacity of UFO technology at the cinema provides access to multiple films simultaneously and provides complete programming flexibility. Wide network of regional offices and regional service centres for localised promotion of regional films is especially benefitting smaller producers of regional films such as Assamese, Chhatisgarhi, etc.

What are the offerings of NOVA Cinemas?

We are programming the services including partial financial support in setting up new cinemas. We are also leasing and upgrading existing cinemas and also managing upcoming projects. We are refurbishing and converting existing screen houses into multiple screens.

UFO has resurrected the theme of the movie library. What is the feedback?

We have a content Library which is highly useful for cinemas during the gap weeks as well as to the multiplexes during their gap shows and film festivals. At the same time it helps the producers to monetise.

What are the contribution of the UFO to enhance the transparency in the business?

UFO has developed an indigenous ticketing platform integrating points of sale of tickets and online ticketing services using completely tamper proof technology for transparency of business.

What have been the important services provided by UFO which have benefited the film industry?

We are enabling the use of the Digital Cinema equipment and trouble shooting through Operator Training, certifying capability after training, maintenance of projectors at no cost, providing equipments on lease rentals.

Are regional films doing more business nowadays?

There is a big audience watching regional films. Regional movies also believe in strong content. Emotions and very good music also play a vital role in the regional industry. For 6 decades, the South has constantly played a leading role in delivering the best content. I am now watching the increase in the audiences in other language films i.e. Marathi, Gujarati, Bengali, Punjabi, etc. The trend is that they are no longer isolated by language and not restricted to a region anymore. And this is where our contribution must be counted: it was digitisation that gave a huge boost to regional films by providing access to a large number of screens. So, all the films in all the languages are nowadays released simultaneously all over India. This has helped the regional cinema to grow phenomenally.

Are you in favor of reduced rates from Monday to Thursday in cinema halls to stabilize the collections as there is a big fall of attendance in the weekdays?

Yes, reduced rates will work wonders on weekdays as it will help to increase the occupancy levels at the theatres. That in turn will also boost the sales of F&B will bring more revenues for the theatre owners.