

# THE ECONOMIC TIMES

## **NOVA Cinemaz and Y Screens Entertainment India to set 225 cinema screens by 2020**

KOLKATA: UFO Moviez's Nova Cinemaz signed a memorandum of understanding (MOU) with Y Screens Entertainment India BSE 1.45 % to setup over 225 cinema screens in Andhra Pradesh and Telangana by 2020.

"There is voracious appetite for quality movieviewing experience in Andhra Pradesh and Telangana and we wanted to build on that," Vishnu Patel, CEO, special projects, UFO Moviez.

Under the agreement, the companies will set up Y Screens Trade Development Centre (YSTDC) that would have a two screen miniplex. These minilplex in the YSTDC centers will be branded as Y Screen Nova Cinemaz.

There would be 15 YSTD centres established in the next six months while another 200 cinema screens would be set up in three years' time.

While Y Screens Entertainment would be making all the investment for setting up the theatre, NOVA Cinemaz shall provide complete branding support and take care of programming of films at the theatre.

UFO Moviez would also be looking at expanding its franchisee network of NOVA Screens in Tier 3 and 4 cities, where there is a pressing need for good theatres.