



Movies-On-Wheels: Caravan Talkies Takes Bollywood To Villages

The relatively new “books-on-wheels” and “school-on-wheels” revolution is sweeping the nation these days and in addition to that, now we have Caravan Talkies, which is taking regional as well as Bollywood films to areas where there is a lack of cinema halls.

Owned by UFO Moviez, this interesting venture allows people residing in villages the opportunity see their favourite stars without having to go to theatres that are 3-4 hours away. And while the company helps rural population experience the joys of watching a film on the big-screen, it also helps several brands promote themselves through in-cinema advertising campaigns in areas where they could not penetrate earlier.

In an interview to The Hindu Business Line, Siddharth Bhardwaj, who is the Chief Marketing Officer of UFO Moviez stated, “We already had experience in in-cinema advertisements. We were looking to expand our portfolio through a synergetic business. Caravan Talkies was one such platform which we took to the media dark region”.

He also stated how there are about 115 vans that are currently operating in Uttar Pradesh, Odisha, Bihar, West Bengal, Rajasthan, Gujarat, Chhattisgarh, among other places and that their basic target is North and West India because South India has a better penetration of screens than these areas.

We definitely think taking mobile screens and projectors to villages is a great initiative for all those who do not have access to these amenities and may we have more such interesting initiatives and activities.