



NOVA Cinemas enters in programming and branding agreement with 10 theatres in MP and Chhattisgarh

UFO Movies franchise brand, NOVA Cinemas enters in programming and branding agreement with 10 individual theatres in Madhya Pradesh and Chhattisgarh. As part of alliance, NOVA is providing complete branding support and is also taking care of programming of films at the theaters. The first film that was programmed in these theatres through NOVA team was Salman Khan-Katrina Kaif starrer 'Tiger Zinda Hai'. In Chhattisgarh, the names of theatres and the location are: Niharika NOVA Cinemaz in Korba; Vimal NOVA Cinemaz in Dhamtari; and Vinay NOVA Cinemaz in Balod. In Madhya Pradesh, the theatres are: Ankita NOVA Cinemaz in Bhanpur; Kanti Shivashakti NOVA Cinemaz in Betul; Ashoka NOVA Cinemaz in Chaturpur; Raj NOVA Cinemaz in Jeerapur; Balaji NOVA Cinemaz in Gogawan; Shankar NOVA Cinemaz in Jawad; and Kantishiva NOVA Cinemaz in Sarni.