

# The Hitavada

## Rajvilas Talkies rebranded as NOVA CINEMAZ



The new look Rajvilas Talkies reopened on Vijaydashmi day.

(Pics by Satish Raut)

### ■ Staff Reporter

THE iconic Rajvilas Talkies in Budhwar Bazar area of old city, has been refurbished and rebranded as NOVA CINEMAZ with an aim to give the best-in-class facilities and the best quality of movie-viewing experience to cine viewers. When many

single screen cinema screens are closing down, revival of this old theatre which has promised to provide a world-class facility at affordable rates, has been welcomed by cine goers.

This single-screen cinema was the first choice of cinema goers many decades ago and superhit movies like Jai Santoshi Maa witnessed record



crowds for months together. However, after the advent of multiplex and other theatres with much better ambience, theatres like Rajvilas witnessed bad days. But looking at the strategic location of this single-screen theatre amidst a densely populated locality, UFO Moviez' Franchise brand NOVA CINEMAZ, decided to refurbish it. The new look Rajvilas Talkies opened on Vijaydashmi day to full house and residents of Mahal and old city areas were astonished by ambient interiors, comfortable seating, advanced digital sound. The auditorium has 432 lavish, opulent seats and ample of legroom for comfort seating to enjoy quality viewing with the digital projector for enhancing the experience.

NOVA CINEMAZ at Mahal will offer an array of Marathi and Hindi movies, all under one roof. The all-new theatre in Nagpur boasts of lush interiors with world-class amenities and impeccably blends the finest of luxury and technology, whilst keeping it simple, ambient and affordable,