

Rockstar NOVA Cinemaz: First Multiplex in Virar

The locals of Virar in Mumbai have something really exciting on their list with the first ever multiplex come up in their very own city! Being offered with plush seats, high-tech digital projection system and 7.1 Dolby Digital sound and exceptional customer service, the moviegoers are now set forth for a whole new experience.



UFO Moviez's, franchise brand NOVA Cinemaz, recently launched Virar's first ever multiplex, Rockstar NOVA Cinemaz. The 2-screen multiplex theatre, Rockstar NOVA Cinemaz is located at Lakdu Plaza, Olanda Naka, Virar in Maharashtra. With this addition, NOVA Cinemaz strengthens its growth in Maharashtra with 12 screens in 6 properties.

One of the fastest developing localities in Maharashtra and home to popular beaches, Virar had been missing out on a technologically advanced multiplex for far too long. Equipped with state-of-the-art projection & Dolby 7.1 Digital sound along with 3D capabilities, Rockstar NOVA Cinemaz has revolutionized the cinema-viewing experience in Virar. The theatre offers a mix of Bollywood, regional and Hollywood movies, all under one roof.

Rockstar NOVA Cinemaz leverages UFO Moviez' existing strength in industry relationships and its unmatched ability to seamlessly distribute film content in remote areas. The multiplex offers world-class amenities which include:

The state-of-the art viewing experience and the high-tech digital projection technology with 3D capabilities in all the two auditoriums is the limelight feature to talk about.

The enhanced 7.1 Dolby Digital sound systems enable the audience to hear movie sound that improves the onscreen action. The comfortable and spacious seating arrangements, appetizing snack options and the trained ushers and housekeeping staff simply serve as add-ons to the property for pleasant movie-viewing experience.

Commenting on the launch, Vishnu Patel, CEO - Special Projects, UFO Moviez said, "It has been our privilege to introduce Virar's first Multiplex, Rockstar NOVA Cinemaz. It's absolutely a new experience for the people of Virar as the multiplex is

fully air-conditioned with plush seats, offering high-tech digital projection system and 7.1 Dolby Digital sound and exceptional customer service. We are glad to witness the overwhelming response that Rockstar NOVA Cinemaz has been receiving from the locals of Virar. I'm sure that this will be another milestone in the journey of UFO's NOVA Cinemaz towards revolutionizing the way cinemas are viewed in this country."

Shailesh Dattaray Vaity, Partner, Rockstar NOVA Cinemaz, said, "I am certain that our partnership with NOVA Cinemaz will go a long way towards offering a great movie-





viewing experience for the people of Virar. Rockstar NOVA Cinemaz is very conveniently located in Virar and boasts of ample parking space, contemporary movie screening technology and excellent amenities. I am confident that Rockstar NOVA Cinemaz will soon become an entertainment anchor of Virar, providing an unrivalled movie watching experience to cinema enthusiasts."

With this launch, NOVA Cinemaz is now present in 19 cities with 40 screens, across India. The other NOVA properties across India include - NOVA Cinemaz (Nagpur,

Maharashtra) Raj NOVA Cinemaz (Karjat, Maharashtra), Raj Mandir Nova Cinemaz (Jalna, Maharashtra), Niharika NOVA Cinemaz (Korba, Chhattisgarh), Vinay NOVA Cinemaz (Balod, Chhattisgarh), Kantishiva NOVA Cinemaz (Betul, Madhya Pradesh), Kantishiva NOVA Cinemaz (Sarni, Madhya Pradesh), Ankita Nova Cinemaz (Bhuranpur, Madhya Pradesh), Pearl NOVA Cinemaz (Palampur, Himachal Pradesh), Aradhaya NOVA Cinemaz (Mundra, Gujarat), Prabhat NOVA Cinemaz (Raipur, Chhattisgarh), Neelam NOVA Cinemaz (Moga, Punjab), 4G NOVA Cinemaz (Mullanpur, Punjab), OHM

Orbit NOVA Cinemaz (Fazilka, Punjab), NOVA Cinemaz (Doraha, Punjab) Dreamz Nova Cinemaz (Daryapur, Maharashtra), Shiraz Nova Cinemaz (Hoshiarpur, Punjab) and Mohan Nova Cinemaz (Aurangabad, Maharashtra).

UFO's asset-light franchise model, NOVA CINEMAZ, has been envisaged to stabilize the demand-supply gap in the local cinema business. The aim of NOVA is to make the moviegoing experience affordable, entertaining and accessible. NOVA Cinemaz encourages local entrepreneurs to own and operate NOVA branded theatres in various parts of the country. As per the arrangement, the franchisee shall make the primary investment, and UFO shall ensure that the theatre is set up at a competitive cost.

