



World's Largest Satellite-based Digital Cinema Network

Special preview screening of 'Bhaag Milkha Bhaag' for Indian Armed Forces

**An initiative of Viacom 18 Media Pvt. Ltd. and Rakeysh Omprakash Mehra,
In association with UFO Moviez**

July 11, 2013: Viacom 18 Media Pvt. Ltd and Rakeysh Omprakash Mehra, in association with UFO Moviez India Ltd, the world's largest satellite delivered digital cinema network, are pleased to announce **exclusive preview screenings** of the eagerly awaited biopic '**Bhaag Milkha Bhaag**' in all UFO digital Defence theatres across India, a day ahead of the film's nationwide theatrical release. Starring Farhan Akhtar and Sonam Kapoor, and directed by Rakeysh Omprakash Mehra, 'Bhaag Milkha Bhaag' is a film about the revered athlete Milkha Singh's perseverance as a sportsperson and also as a courageous human spirit.

While the theatrical release of the film is scheduled for 12th July, the exclusive premiere for Indian Defence Personnel and their families will be held at 8 pm on July 11th, in UFO's digital Defence theatres across India.

"Bhaag Milkha Bhaag is a tribute to a national hero. It was because of the Indian Army that Milkha Singh's talent was discovered and nurtured. Viacom18 Motion Pictures is privileged and proud to premiere the film for the armed forces across India a day before its commercial release. It's our humble way of saying 'we salute you'", said **Rudrarup Datta, Head, Marketing and Operations, Viacom18 Motion Pictures.**

The Defense spokesperson of Chandimandir Army Cantonment in Chandigarh added, "The special screenings of Bhaag Milkha Bhaag is a positive step by Viacom18 and UFO towards entertaining our troops. Bhaag Milkha Bhaag, with its message of resilience of spirit, body and mind, promises to be an extremely interesting film to watch, as will be the chance for the defence personnel to meet with the starcast of the film along with Shri Milkha Singh."

Speaking on the occasion, **Mr. Kapil Agarwal, Joint Managing Director, UFO Moviez**, said, “The Defence Forces are our nation’s pride and the specially organized premiere of ‘Bhaag Milkha Bhaag’ is our way of paying tribute to the brave soldiers who safeguard our nation. We are very happy to partner with Viacom 18 Media Pvt. Ltd and Rakeysh Omprakash Mehra for such an initiative. It is a matter of personal pride for all UFOrians that our digital cinema services and solutions have helped entertain Indian Armed Forces personnel across the length and breadth of India, round the year and in all weather conditions.”

Of the approximately 3200 UFO digital theatres, 124 are in Defence auditoriums, bringing first day first show entertainment to India’s Armed Forces across terrains and geographies. UFO’s Defence installations are present across the length and breadth of the country - right from the easily accessible army auditorium in Colaba, Mumbai, to the Rinchen Auditorium in Leh (theatre installation carried out at the highest altitude in India, approx 12000 ft above sea level), and from the Samudrika Naval auditorium in Vizag to the Meghalaya Air Force Hall in Shillong.

Also on the anvil is a **special interaction** between Milkha Singh, Farhan Akhtar, Sonam Kapoor Prasoon Joshi, Rakeysh Omprakash Mehra and Defence personnel stationed at Chandigarh cantonment, prior to the exclusive premiere of the film. The cast and crew of the film, along with Shri Milkha Singh, will meet and greet the jawans at the cantonment at UFO’s defence theatre.

About UFO Moviez India Ltd. (www.ufomoviez.com)

UFO Moviez, the world’s largest satellite delivered digital cinema network, has revolutionized the way films are distributed and exhibited throughout India. Presently, UFO has a base of 3,156 digital screens (including 114 3D Screens), spread in over 1,300 cities in 28 states and 5 union territories of India. UFO has so far released 6,014 films in 33 languages and has conducted over 15.3 million shows till date.

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