



World's Largest Satellite-based Digital Cinema Network

## **UFO Moviez receives 'Best Digital Cinema Solutions' award at Chhattisgarhi Film Award Ceremony 2013**

**Raipur, January 21, 2013:** UFO Moviez, the world's largest satellite delivered Digital Cinema network, which has revolutionized the way films are distributed and exhibited throughout India, has won the 'Best Digital Cinema Solutions' award at the Chhattisgarhi Film Award Ceremony 2013. This ceremony was organized by Filmi Chhattisgarh and sponsored by Credible Chhattisgarh, Cultural Division, Government of Chhattisgarh and Bhatia Film Production. The third edition of Chhattisgarhi Film Award Ceremony 2013 was held on January 20, 2013, at Hotel Chhattisgarh, Telibandha.

Director Satish Jain said, "UFO Moviez has brought about a major revolution in the Chhattisgarhi film industry. The number of Chhattisgarhi films releasing in the last 3 years has increased sharply from just 1 or 2 each in 2007, 2008 & 2009 to 14 in 2010, 18 in 2011 and 14 in 2012, thanks to UFO's Digital Cinema solutions. In the pre-digitization era, hardly one Chhattisgarhi film used to release every 2-3 years, but the numbers have shot up to 12-15 films annually in the post UFO era. Today, Chhattisgarhi films are only shot digitally thanks to the availability of UFO's Digital Cinema exhibition technology."

Mr. Pankaj Jaysinh, COO, UFO Moviez India said, "We are thankful for this recognition and proud to be associated with a forum supported by a State Government body as well as local film industry stakeholders. UFO Moviez is a leader and pioneer in converting existing theatres in Chhattisgarh into digital ones so that film producers and distributors can showcase the latest local language films on a first-day-first-show basis to wider set of audiences in the state and even across India. UFO Moviez has been bridging the geographic divide and increasing the number of Chhattisgarhi films on its digital network over the years. Digital medium of film exhibition has not only benefitted the Chhattisgarhi film industry, but also other regional film industries like Bhojpuri, Gujarati, Marathi, Assamese, Punjabi to flourish. Theatre owners are also reaping the benefits of the digitization of films including higher footfalls in the theatre premises, more ticket collections and enhanced advertising revenue earnings. It's a win-win situation for all stakeholders of the Chhattisgarhi film business and the industry benefits the most."

Chhattisgarhi film 'Mayaa', which was directed by Mr. Satish Jain and produced by Mr. Rocky Daswani, released in June 2009 and was the first blockbuster Chhattisgarhi movie to release on the digital platform through UFO. 'Mayaa' even crossed Aamir Khan's Ghajini's collections in Maa Bhuwneswari Talkies, Vinay Talkies and New Raj Talkies. UFO's platform has enabled film makers to get the maximum revenue which wasn't possible earlier. 'Toora Rickshawala', which was produced by Rocky Dawsani & directed by Satish Jain, was also a blockbuster. The film released on the UFO platform on June 4, 2010 and completed 100 days in Apsara Talkies (UFO Cinema) in Durg. 'Laila Tip Top Chaila Angootha Chap' also completed 100 days in one of the UFO Theatres called Devshri Talkies. Chhattisgarhi films on the UFO digital platform such as 'Maaya De De Mayaru', 'Turi No.1', 'Tola Le Jahu Udariya', 'Mitan 420', 'Bhawar', 'Tura Anari Tabo Khiladi', 'Mor Dularwa'etc., have also done excellent business in Chhattisgarh.

#### **About UFO Moviez India Ltd.**

**([www.ufomoviez.com](http://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 3,151 digital screens (including 139 3D screens), spread in over 1,300 cities in 25 states and 6 union territories of India. UFO Moviez has been recognized for the impact of its satellite-based technology solution, which enables movies to be transmitted first day-first show to theatres across India, including tier 2 and tier 3 towns. Using satellite technology to transmit first day-first show movies to 3,000 plus network theatres, UFO Moviez India Ltd has bagged the prestigious Marico Innovation Foundation award (4th edition held in 2012) for Innovation in the Business category. UFO Moviez is ranked 39th in the list of India's 500 fastest-growing companies compiled by 'Inc. India 500'. It received the award for 'Deloitte fastest growing 50 companies in Technology, Media & Telecom space' in 2010.

**About SCRABBLE ENTERTAINMENT LIMITED (Scrabble)**  
**([www.scrabbleentertainment.com](http://www.scrabbleentertainment.com))**

UFO has acquired controlling stake in Scrabble Entertainment LTD. Scrabble Entertainment is the major distributor of DCI compliant screens in India and it is the only one in India with Virtual Print Fee (VPF) contracts with major Hollywood Studios. Scrabble has successfully deployed more than 950 DCI screens across India.

Scrabble has recently commenced its roll-out plan of DCI screens internationally and has already signed VPF contracts with Six Major Hollywood Studios namely FOX, Sony, Warner, Disney, Paramount & Universal for GCC countries in Middle East like United Arab Emirates, Qatar, Oman, Kuwait, Bahrain, Lebanon, Jordan, and Israel. Scrabble has also executed contracts with all major exhibitors in these countries for over 500 DCI screens in Middle East and more than 135 DCI screens in Israel and it further expects to deploy over 1000 DCI screens by end 2013 in these countries.

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