



World's Largest Satellite-based Digital Cinema Network

Press Release

For Immediate Publication

'Ekulti Ek' stars Sachin Pilgaonkar, Shriya Pilgaonkar & Ashok Saraf go 'live' at the virtual interactive premiere of the film

- Brought to you by UFO Moviez India Limited and powered by Valuable Edutainment, across UFO theatres in Mumbai, Pune, Thane, Nasik & Aurangabad
- Celebrities such as Sulochana, Kiran Shantaram, Renuka Shahane, Ashutosh Rana, Sumeet Raghavan, Nishikant Kamat, Satish Shah & Nivedita Saraf attend the special premiere

Mumbai, May 24, 2013: It was truly a golden jubilee moment in the Indian film industry as several film personalities and celebrities attended the interactive virtual premiere, enabled by UFO Moviez India Limited and powered by Valuable Edutainment, of actor-director-producer Sachin Pilgaonkar's new film Ekulti Ek. The virtual premiere of Ekulti Ek, starring his debutante daughter Shriya Pilgaonkar was held at Mumbai's historic Citylight theatre near Shivaji Park, marking the completion of 50 years of Sachin's career in the world of films. Along with the actors Sachin, Shriya, Supriya Pilgaonkar and Ashok Saraf, some of the luminaries seen at the virtual premiere included the grand old lady of cinema – Sulochana, Kiran Shantaram, Renuka Shahane, Ashutosh Rana, Sumeet Raghavan, Nishikant Kamat, Satish Shah and Nivedita Saraf. Based on the sensitive theme of a father-daughter relationship, Ekulti Ek is an entertainer being screened in 47 UFO theatres across Maharashtra from Friday, 24th May.

The virtual interactive premiere of Ekulti Ek served as a golden jubilee treat for Sachin's fans. Ekulti Ek, Sachin's first film to have a virtual premiere, was shown to viewers in UFO digital theatres located in Mumbai, Pune, Thane, Nashik and Aurangabad at the same time. Producer-Director-Actor Sachin took the significant step of inviting the masses to the virtual premiere and it was a grand success and milestone in Marathi cinema.

Citylight in Mahim, Gold in Thane, Damodar in Nashik, Big Anjali in Aurangabad and Prabhat in Pune were the UFO theatres selected for the virtual premiere show, held on 23rd May.

Film-goers sitting in UFO digital theatres at all these locations could see and interact 'live' with Sachin, his daughter Shriya and the versatile Ashok Saraf, who were seated at the Valuable Edutainment central studio. Present among the

audience were the father-daughter duos, who had won the special 'Ekulti Ek' Contest, powered by UFO Moviez, and had the special privilege of asking questions to Sachin & Shriya. Also, viewers at one location could see and hear those at another, while they interacted with Sachin, Shriya and Ashok. This interactive premiere was held on the same day, exactly 50 years to the date, after Sachin's first film 'Ha Maza Marg Ekala' was released in the state.

"I am glad that the virtual premiere of 'Ekulti Ek' was such a success and milestone in Marathi cinema. I was extremely happy to see so many friends, relatives, associates and well-wishers at the premiere and their positive reactions to the film and my daughter Shriya's debut role made me quite emotional. It's amazing that 50 years after my debut, I am able to leverage satellite delivered digital cinema technology to empower the audiences, who made me so popular. It is a great feeling that all these positives coincided with my daughter's debut and my golden jubilee gift to the audiences 'Ekulti Ek'," said Sachin Pilgaonkar.

Mr. Ashish Malushte, Chief Financial Officer, UFO Moviez India Limited and Valuable Edutainment, said, "We at UFO Moviez are happy to provide our unique digital cinema technology to Sachin Pilgaonkar to support the virtual premiere of his new film 'Ekulti Ek' starring his daughter, across different places in Maharashtra. Our technology shows the world that it is possible to unite film lovers in different locations of India with popular film personalities at the same time. We believe our satellite technology empowers the 'aam admi' to connect with the stars. We are confident that Sachin's new film 'Ekulti Ek' will break box office records and his daughter Shriya will make a very successful debut."

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 3,146 digital screens (including 116 3D Screens), spread in over 1,300 cities in 28 states and 5 union territories of India. UFO has so far released 5,867 films in 33 languages and has conducted over 14.7 million shows till date.

UFO Moviez is widely acknowledged for the impact of its satellite-based digital cinema technology solution, which enables movies to be transmitted first day-first show to millions in theatre complexes, including in tier 2 and tier 3 towns. UFO Moviez has been recognized as one of the fastest-growing companies in India, securing 39th rank among the Top 500 Companies, as listed by 'Inc. India 500' in 2012. 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's end-to-end digital cinema solutions encompassing content digitization, encoding, encryption, delivery and projection of content using digital technology has been awarded the ISO 27001:2005 certification by the British Standards Institute, earning the

internationally accepted certification on information security from one of the world's leading management systems registrars. It received the award for 'Deloitte fastest growing 50 companies in Technology, Media & Telecom space' in 2010. UFO Moviez won accolades in the following categories, at The Advertising Club Awards, Big Bang 2007, held in Bangalore: for Best Media Innovation- Cinema- GOLD; Best Media Innovation - Digital - GOLD; Best Media Innovation- Never before used Media- BRONZE.

About Valuable Edutainment & Edubeam (www.valuablegroup.com)

Valuable Edutainment's offering **Edubeam** is a satellite based distance learning solution which eliminates time & distance constraints and facilitates interactive exchange of information between a central studio and multiple remote locations. **Edubeam's** virtual classrooms can reach out to remote locations simultaneously & in real time facilitating flow of information between expert in the central studio & students in the remote locations in a unique interactive environment. The same network can be used for student training, training officers, conducting periodic meetings, medical consultations and diagnosis. In fact it can function as extended arms of the government and can act as a parallel network during natural calamity or emergencies. Edubeam is currently successfully operating 80 MCGM schools which are connected to two central studios with daily lectures being delivered in a fully interactive environment. It is slated to be launched across various universities, schools & coaching classes in India.

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