



Through a unique contest Sushriya Chitra launches Marathi film *Ekulti Ek* with UFO Moviez

Actor-Producer and Director Sachin Pilgaonkar is all set to launch his daughter Shriya in this special movie based on father-daughter relationship. For the first time, cinema audience is invited to be a part of this movie's first-of-its kind promotional campaign, which will be showcased exclusively on UFO screens

Mumbai, March 28, 2013: UFO Moviez India Ltd, the world's largest satellite-based digital cinema network and Sushriya Chitra today announced a first-of-its kind film marketing campaign for the upcoming Marathi film ***Ekulti Ek***. Directed by veteran actor-director **Sachin Pilgaonkar**, ***Ekulti Ek*** will be the debut film for Sachin's daughter **Shriya Pilgaonkar**.

As part of the contest, audiences (daughters) in UFO theatres will be invited to share their real life stories about what they have done for their fathers and winning father-daughter duos will be invited to participate in the film's promotion.

Incidentally, Sachin Pilgaonkar completes 50 years in the film world this year. To celebrate the same, the actor-director is now launching his daughter Shriya with a new contemporary style of filmmaking with ***Ekulti Ek***, which is an entertaining yet a sensitive saga of a father-daughter relationship. "Every parent documents his/her child's every childhood memory in pictures. Even I did the same with Shriya. But now, she is all grown up girl and I decided to do something big for her. And that's my thought behind producing ***Ekulti Ek***," said **Sachin Pilgaonkar** on the occasion.

"I'm happy and excited to partner with UFO Moviez on this unique contest to bring real-life father-daughter stories to Indian screens. Today, Indians are increasingly sensitised to respect, honour and appreciate the multiple roles women play in our lives. The father-daughter relationship is being explored in a special way in this film. By screening first-of-their-kind promos featuring daughters and dads in UFO digital theatres, we hope to establish a stronger connect with audiences," **Pilgaonkar** added.

And equally excited **Shriya Pilgaonkar** said, "***Ekulti Ek*** is film in which my father's immeasurable experience and my rawness finds a beautiful balance."

Thanks to UFO, cinema audiences, for the first time, can participate in a film promo to be shown in digital theatres. All eligible daughters can send in their entries comprising real-life experiences/stories in any one of the following ways:

1. Write to UFO Moviez, Post Box No 9423, Andheri East, MIDC, Mumbai – 400093, Maharashtra, India.

2. Email to ekultiek@ufomoviez.com
3. Post on <http://www.facebook.com/ekultiek>

Post screening of entries, the winning father-daughter duos will be invited to feature in the film's trailer(s), and these bilingual trailers will be played out in UFO digital cinemas across Mumbai & Maharashtra. Audience participation of this nature is a first in the industry. Winning duos will also be invited to participate in a special virtual interactive premiere of Ekulti Ek in select UFO theatres.

Mr. Ashish Malushte, CFO, UFO Moviez, added, "UFO Moviez is constantly exploring ways to enhance audience experience in its network theatres, be it by way of screening exclusive content or by ensuring the highest quality digital cinema viewing experience. This initiative is a great opportunity to put our audiences in the limelight. India today needs many more **Ekulti Ek's** like Sachin and Shriya!"

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 3,158 digital screens (including 139 3D Screens), spread in over 1,300 cities across India. UFO has so far released 5,579 films in 33 languages and has conducted over 14 million shows till date.

For Further details please contact:

UFO Moviez

Shalini Bhattacharya- 9920839720

Adfactors PR

Janki Trivedi- 9820080835

Next Level Media Communications Pvt Ltd

Samir Phadnis: 98337 11437

Nishad Shinde: 98198 95191

