



World's Largest Satellite-based Digital Cinema Network

UFO digital theatres help revive film business in Gujarat

'UFO Moviez' online ticketing platform 'IMPACT' in Gujarat theatres

UFO Moviez India Ltd, the world's largest satellite delivered digital cinema network founded by the Valuable Group, has ramped up its network to 195 theatres in Gujarat (including 13 3D cinemas) as of December 2011.

Also, backend software and infrastructure for IMPACT – UFO's online computerized ticketing platform for better management and transparency, has been developed and deployed in more than 200 screens across Maharashtra and Gujarat.

The number of Gujarati films released on the UFO digital network currently stands at 60 plus while the number of UFO digital theatres playing Gujarati films is approximately 100 as of December 2011.

Due to widespread first day first show releases enabled by UFO Moviez' technology solutions, Gujarati films such as Vikram Thakore starrer 'Premi Jhukiya Nathi', 'Pran Jay Pan Preet Na Jay', 'Sarhad Ni Paar Maari Radha', 'Rajveer Rahasmyay Prem Katha', 'Prem Nu Jadumantar' and 18 other films have done business ranging upto Rs. 1.5 crores, while Hindi films such as 'The Dirty Picture', 'Ra-One' and 'Bodyguard' have garnered business in the range of Rs. 4 to Rs. 8 crores.

Interestingly, and largely due to the UFO digital theatre network, Gujarati films are now reaching out to audiences outside Gujarat in a limited fashion - for example, in the Eastern circuit (Roxy Talkies) and Mysore (Movie Land – Bangalore).

Golden Katar Digital Cinema (Shahibaug) is the defence auditorium in Ahmedabad, where Indian armed forces and their families can get to watch films on a first-day-first-show basis.

Some of the prominent UFO digital theatres in Gujarat include Advent Cinema (Dwarka, UFO system installed in November 2006), Naaz Cinema Cinema (Kheda, UFO isystem nstalled in November 2005), Rupam Cinema (Ahmedabad , Relief Road), Jayshree Cinema (Junagadh), Inox Rang Multiplex (Bharuch – Jadeshwar Road), Dreamland Digital Cinema (Modasa, Maipur Road), Laxmi Cinemagic (Idar) and Revolution Cinema (Ahmedabad, CTM).

The 3D cinemas include Inox Leisure (Baroda), Fame (Baroda), City Plus Fun World (Surat), Revolution Cinema (Ahmedabad), and Wide Angle (Ahmedabad).

Films that were earlier confined to limited releases in their opening week are now being shown across the state in multiple UFO digital theatres. ‘Mara Rudiye Rangana Tame Sajana’, which released on 6-Aug-10 in 7 UFO digital theatres, has till date been screened in 49 UFO digital theatres. ‘Radha Chudlo Paherje Mara Namno’ , which released on 23-Apr-10 in 11 UFO digital theatres, has now been screened in 48 UFO digital theatres. ‘Wagi Kadge Katari Tara Prem Ni’, which released on 5-Nov-10 in 14 UFO digital theatres, has now screened in 46 UFO digital theatres. ‘Pran Jay Pan Preet Na Jay’, which released on 14-Jan-11 in 5 UFO digital theatres, has now screened in 44 UFO digital theatres. ‘Tane Parki Manu Ke Manu Potani’, which screened in 16-Oct-09, in 4 UFO digital theatres, has now screened in 44 UFO digital theatres. ‘Sarhad Ni Paar Maari Radha’, which released in 27-May-11, in 18 UFO digital theatres, has now screened in 41 UFO digital theatres.

Gopal Cinema, Bodeli, Ravi Talkies, Bajuwa, Nandan Cinema, Mandvi, Laxmi Cinema, Rajpardi, Vishnu Cinema, Mansa and Alankar Chhota Udaipur are all examples of theatres that have witnessed a revival in business and revenues post installation of UFO’s digital systems. Three years ago, Gujarati films used to open in 25 to 30 centers with 25 to 30 analogue prints. Now, due to UFO’s satellite-based solutions, they open in the same number of centers with 5-7 prints resulting in substantial cost savings to the distributor/producer.

Furthermore, multiple language films (in Tamil, Malayalam, Bhojpuri, Sindhi, Marathi and Telugu, for example) are also releasing in Gujarat, providing entertainment to the diaspora in the state.

UFO Moviez India Ltd. has committed an investment of Rs. 200 crore to fuel the growth and expansion plans in India of associate company Scrabble Entertainment (Pvt) Limited (in which UFO Moviez has recently acquired a controlling stake), which offers high end technology for screening Hollywood films in multiplexes. The international roll out plans of Scrabble Entertainment will entail a capex of US\$ 150 million to be funded by way of international debt and further equity infusion by UFO Moviez.

Source: www.ufomoviez.com