



World's Largest Satellite-based Digital Cinema Network

‘Housefull 2’ joins UFO’s Millennium Club of films; Screens in 1,027 UFO Digital Theatres in the first week

Mumbai, April 06, 2012: Multi-starrer film ‘Housefull 2’ has created a record by joining the UFO Moviez’ Millennium Club of films screening in over 1,000 UFO digital theatres. ‘Housefull 2’ debuts in 1,027 UFO digital theatres, joining other UFO Millennium Club films such as ‘Agnepath’, ‘The Dirty Picture’, ‘Don 2’, ‘Ra-One’, ‘Bodyguard’, ‘Singham’, ‘Force’, ‘Ready’ and ‘Desi Boyz’ - all of which screened in over 1,000 UFO digital theatres.

‘Blood Money’ screens in 106 UFO digital theatres in its second week. ‘Agent Vinod’ in its third week screens in 72 UFO digital theatres, while ‘Kahaani’ screens in 67 UFO digital theatres in week 5. ‘Paan Singh Tomar’, which enjoyed a 100% digital release, screens in 20 UFO digital theatres in its sixth week.

Telugu film ‘Rachha’ debuts in 273 UFO digital theatres and ‘Bheema Theeradali’, a Kannada film, debuts in 58 UFO digital theatres. Tamil film ‘3’ screens in 112 UFO digital theatres and Telugu film ‘Lovely’ screens in 80 UFO digital theatres, both in their second week. Malayalam film ‘Ordinary’ screens in 49 UFO digital theatres in its fourth week.

Using satellite technology to transmit first day-first show movies to 3,000 network theatres, UFO Moviez India Ltd has bagged the prestigious Marico Innovation Foundation award for Innovation in the Business category at the 4th edition of the Innovation for India Awards 2012. UFO Moviez was recognized for the impact of its satellite-based technology solution, which enables movies to be transmitted first day-first show to millions in theatre complexes, even in tier 2 and tier 3 towns. Mr. Sanjay Gaikwad, Founder and Managing Director, UFO Moviez, received the award at a ceremony graced by Dr. Ram Charan, Mr. Nandan Nilekani and Dr. R A Mashelkar.

Source: www.ufomoviez.com