

Jimmy Shergill and Sargun Mehta visited Neelam Nova Cinemaz in Moga, Punjab

Mumbai, 16th March, 2017: UFO Moviez' novel venture, NOVA Cinemaz, hosted Jimmy Shergill and Sargun Mehta, stars of an upcoming Punjabi movie 'Jindua' for a meet and greet session with the guests and journalists. The event was held on Thursday, March 16, 530pm onwards at, Neelam NOVA Cinemaz, Neelam Plaza in Moga.

The remarkable affair began in the evening, the actors interacted and engaged in exciting conversations and posed graciously for the shutterbugs. It was an unforgettable experience for the fans who were eagerly awaiting to interact with the stars.

Jindua is scheduled to hit theatres on March 17, 2017. The film revolves around the lives of three young people, their hopes, dreams, aspirations and choices they make to achieve them. 'Jindua' is directed by celebrated director, Navaniat Singh.

Commenting on the event, Mr. Vishnu Patel, CEO – Special Projects, UFO Moviez said, "UFO Moviez launched its novel venture, NOVA Cinemaz to take movies to tier 3 and 4 towns and we recently inaugurated Neelam NOVA Cinemaz, our first franchise movie theatre. Neelam NOVA Cinemaz is a one-stop entertainment destination for the movie buffs of Moga and it has been receiving overwhelming response from the audience. Joining hands with Ohri Productions gave us yet another opportunity to showcase our expertise in industry relations and enhanced cine experience for the audience. Through this event, Neelam NOVA Cinemaz facilitated better accessibility to Jindua to reach its target audience"

Speaking on the event, Mr. Navdeep Gupta, MD & Owner, Neelam Plaza said, "It was an astounding experience to host Jimmy Shergill and Sargun Mehta at Neelam NOVA Cinemaz. The audience's response to the meet and greet session was amazing and we are glad that the event turned out to be so much fun for our patrons. I would like to thank UFO Moviez for partnering with us in our journey of taking Neelam NOVA Cinemaz a step further with this meet and greet session with the stars. We look forward to hosting such events which brings excitement to the theatre-going audience. Neelam NOVA Cinemaz is dedicated to provide our patrons with an unrivaled movie watching experience. We wish a very good luck to – Jindua and its entire team."

Commenting on Jindua meet and greet event, Mr. Vivek Ohri, MD, Ohri Productions said, "UFO Moviez' revolutionary technology has played a pivotal role in reviving & transforming the Punjabi film industry thereby turning around the fortune of several Punjabi film producers, actors and theatre owners across the state. Also, UFO's new initiative, NOVA Cinemaz, is a great venture and will definitely increase business opportunities for regional movies. We have had a fantastic association, and hope to collaborate on future projects that bring innovation and excitement to the theatre going audiences."

UFO Moviez intends to expand its franchisee network of NOVA Screens in Tier 3 and 4 cities, where there is a pressing need for good theatres. NOVA Cinemaz believes that luxury makes the movie-viewing experience more desirable. Comfortable seats, a spacious lobby and state-of-the-art technology, all packaged in a multiplex; makes it an unforgettable movie-viewing experience.

About UFO Moviez India Ltd:

UFO Moviez India Limited is India's largest digital cinema distribution network and in-cinema advertising platform in terms of number of screens. UFO operates India's largest satellite-based, digital cinema distribution network using its UFO-M4 platform, as well as India's largest D-Cinema network. As on December 31, 2016, our global network, along with our subsidiaries and associates, spans 6,674 screens worldwide, including 5,052 screens across India & Nepal and 1,622 screens across the Middle East (UAE, Bahrain, Qatar, Oman, Kuwait, Lebanon and Jordan), Israel, Mexico and the USA serviced by our subsidiary Scrabble Entertainment Ltd. UFO's digitization and delivery model has been a key driver of extensive digitization of Indian cinemas and has enabled wide-spread, same day release of movies across India. UFO adds value to all stakeholders in the movie value chain, spanning movie producers, distributors, exhibitors and the cinema-going audience. UFO provides value to movie producers and distributors by reducing distribution costs, providing reach to a wide network, providing a faster method of delivery of content and reducing piracy through encryption and other security measures. We provide value to movie exhibitors throughout India by providing access to first day release of movies on our digital platform. Audiences benefit from faster access to new movie releases and a consistently high quality viewing experience. We have created a pan India, high impact in-cinema advertising platform with generally long-term advertising rights to 3,737 screens, with an aggregate seating capacity of approximately 1.74 million viewers and a reach of 1,911 locations across India, as on December 31, 2016. Our in-cinema advertising platform enables advertisers to reach a targeted, captive audience with high flexibility and control over the advertising process. UFO's in-cinema advertising platform also allows small exhibitors who otherwise are not able to effectively monetize their advertising inventory due to their limited scale and reach to receive a greater share of advertisement revenue than they are able to using traditional advertising methods.

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