



World's Largest Satellite-based Digital Cinema Network

Gujarati film 'Kevi Rite Jaish' screens to enthusiastic audiences in multiplexes

UFO Moviez' screen count of the film doubled in second week of release

Ahmedabad, July 31, 2012 : 'Kevi Rite Jaish', a recently released Gujarati blockbuster, opened to enthusiastic audiences in multiplexes across the state after a long time. This film, which was released on the UFO Moviez network on June 15th (a 100% digital release), opened in 7 UFO digital theatres in week 1 and by week 2, the count had more than doubled to 15 UFO digital theatres.

The film starring Divyang Thakkar, Veronica Gautam, Kennath Desai, Anang Desai, Tom Alter and Rakesh Bedi demonstrated a week on week growth in popularity on the world's largest satellite-based digital cinema network. In 2012, UFO has released 17 Gujarati films so far and 'Kevi Rite Jaish' is one of the star performers of these UFO digital releases. The film has attracted an average occupancy of more than 80% and has witnessed more than 800 housefull shows across Ahmedabad, Palanpur, Junagadh, Rajkot, Gandhinagar, Bharuch, Baroda, Surat, Bhavanagar and Anand.

Producer **Nayan Jain** says, "Thanks to the UFO digital cinema platform, 'Kevi Rite Jaish' has been able to garner a wide exhibition across Gujarat and Western India. We are very happy that multiplex audiences have appreciated the film so much, which bodes well for the Gujarati film industry. An increasing audience base implies that production values will only get better with time, which is a win-win situation for both film-makers and audiences."

Pankaj Jaysinh, COO, UFO Moviez, adds, "UFO Moviez' unique delivery of films on a first-day-first-show basis via satellite has helped Gujarati films reach out to new multiplex audiences. Thanks to UFO's Digital Cinema solutions, regional films are enjoying an increasing surge of popularity like never before, 'Kevi Rite Jaish' being a case in point of how Gujarati films are now making a connect with all kinds of audiences and across geographies.

'Kevi Rite Jaish' is not the only Gujarati film to witness increasing week-wise screen count in recent times. For e.g., 'Dil Dosti Ne Dushmani', which released on March 2, 2012, went from 24 UFO digital theatres in its first week to 32 UFO digital theatres in its second week. Also, Gujarati films such as 'Mara Rudiye Rangana Tame Sajana', 'Radha Chudlo Paherje Mara Namno', 'Wagi Kadje Katari Tara Prem Ni', 'Pran Jay Pan Preet Na Jay', 'Sarhad Ni Paar Maari Radha' and 'Tane Parki Manu Ke Manu Potani' all released in less than 10 UFO digital theatres but went on to screen in 40+ UFO digital theatres subsequently.

UFO plans to increase its network strength of digital theatres in Gujarat and offer a profitable business opportunity to all theatre owners, film distributors and producers alike. Gujarat currently has 162 UFO digital theatres and UFO Moviez has released 83 Gujarati films on its network so far.

Source: www.ufomoviez.com