



World's Largest Satellite-based Digital Cinema Network

UFO Moviez wins Innovation For India Awards 2012, Innovations were marked by simplified processes, low costs, sustainability and transformational impact

Mumbai, India, April 02, 2012: Using satellite technology to transmit first day-first show movies to 3000 network theatres, UFO Moviez India Ltd has bagged the prestigious Marico Innovation Foundation award for Innovation in the Business category. 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.

The 4th edition of the Innovation for India Awards 2012, organized by Marico Innovation Foundation (MIF), was graced by Dr Ram Charan as Chief Guest and Mr Nandan Nilekani as keynote speaker. Dr R A Mashelkar, Chairman of Marico Innovation Foundation also spoke on the occasion.

The awards were given across Business, Social and Public Service categories, and the most deserving innovations were marked by simplified processes, low costs, sustainability and transformational impact. UFO Moviez was acknowledged as a game-changer with its use of satellite technology, which not only cuts down on print costs, but also fights piracy and increases box-office collections.

Mr. Kapil Agarwal, Joint Managing Director, UFO Moviez, said, “We are honoured to receive the award for Innovation from the Marico Innovation Foundation. Such recognition encourages us to continue to pursue our mission of combining technology innovation with operational excellence, offering end to end digital cinema solutions to the industry. Our strength lies in our innovative business solutions that are cost effective and offer zero compromise in quality, reliability and security at the same time.”

“India is clearly burgeoning with talent so corporate India and government must create an ecosystem to allow innovations to thrive. The Innovation for India Awards by Marico Innovation Foundation acknowledges & encourages ideas that impact the community at large. The awardees stood out among all the 432 entries on basis of sustainability, impact and its inclusive approach” said Harsh Mariwala, Founder of Marico Innovation Foundation and Chairman and Managing Director, Marico Ltd.