



World's Largest Satellite-based Digital Cinema Network

Marathi films reach maximum viewers on first day of release in UFO digital theatres

Mumbai, September 21, 2012: Marathi film 'No Entry – Pudhe Dhoka Aahe', produced by Prem Rajagopalan and Nikhil Saini, opened to audiences in UFO digital theatres on 7th September 2012. Also, Siddharth Jadhav and Bharat Jadhav starrer '4 Idiots' released in UFO digital theatres today.

UFO Moviez is helping to expand the market for Marathi and other regional cinema in India through its unique satellite based delivery model to theatres across India and beyond metros. Marathi (and other regional language films) have got a fresh lease of life thanks to UFO's digital cinema solutions enabling a widespread first day first show release at lower costs.

Prem Rajagopalan says "We would not have taken the risk of releasing our film in centers like MP, Gujarat, etc if it were a standard analog print, as we would have had to spend around Rs 50,000 on a print without guarantees of recovery of cost. With digital prints, since the cost is very minimal, one is willing to experiment with new release centers. Digital Cinema helps to expand the market at minimal costs and ensures a wide release for films."

Nikhil Saini added, "UFO is helping Marathi films to reach areas where multiplexes hardly existed and now they are leveraging the best".

"UFO Moviez is one of the best platforms to release a film. It not only reaches film viewers first day first show, but also shows the film in the best quality" says popular actor **Siddharth Jadhav**.

Marathi film 'Ideachi Kalpana' released in 104 UFO digital theatres in its first week (December 31st, 2010) and went on to screen in 146 UFO theatres in total. 'Jhakaas' (Released on December 30, 2011) released in 113 UFO digital theatres and has screened in 152 UFO theatres so far. 'Deool' released in 94 UFO digital theatres in its first week (November 4, 2011) and went on to screen in almost double the number of UFO theatres it debuted in. 'Morya' released in 109 UFO digital theatres (August 19, 2011) and has played out to audiences in 160 UFO digital theatres till date. 'Sharyat' released on 120 UFO digital screens on 16th December 2011 and has gone on to screen in 133 UFO theatres so far. 'Faqta Ladh Mhana' (August 5, 2011) released on 107 UFO digital theatres and went on to screen in 172 UFO digital theatres in total.

The number of Marathi film playing theatres on the UFO Moviez network has increased to 375 as of September 2012, from 59 in the year 2006. The total number of Marathi films released on the UFO Moviez network as on date is almost 300, up from 11 in 2006. More than 59 Marathi films have released till date this year on the UFO Moviez digital network.

Supported by the widening of the market brought about by UFO Moviez' technology solutions, the number of Marathi film playing theatres has continued to witness a steady increase - from 59 in 2006, to 290 in 2010 and 375 in 2012 (as on date). 2007-2008 witnessed a 2.5 fold jump in Marathi playing theatres on the UFO Moviez network.

Marathi cinema is experiencing a surge in popularity like never before and UFO Moviez is happy to be a part of this growth!

Source: www.ufomoviez.com