

UFO Moviez India Ltd celebrates 10 years as India's largest satellite-based, digital cinema distribution network

Mumbai, December 24th, 2015: UFO Moviez India Limited, India's largest digital cinema distribution network and in-cinema advertising platform in terms of number of screens celebrates successful completion of 10 years serving the Film Industry. Since its inception in 2005, UFO Moviez has become synonymous to digital cinema and satellite delivery, has seen overwhelming success in India & abroad and has so far empowered release of over 10,000 films in 22 languages and has conducted over 21 million shows till date. A pioneer in the industry, UFO Moviez has built a tradition of excellence in providing end-to-end, and high quality digital cinema solutions thereby giving an extended reach to movie Producers, Distributors and Exhibitors. UFO Moviez has been instrumental to the phenomenal growth witnessed by the Indian film industry in the last few years

Mr. Rajesh Mishra – CEO (Indian Operations) at UFO Moviez India Ltd said “We would like to thank our Producers, Distributors, Exhibitors, Advertisers and our employees for trusting and supporting us to achieve this mile stone which in itself is a testament to UFO Moviez's commitment to continued innovation, our investors and the industry. Our successful IPO has given us another reason to celebrate and consider this year as a landmark year in the history of our company.”

UFO Moviez has consistently shown commitment to deliver innovative technologies that add value to the entertainment experiences of moviegoers. With the aim to increase film industry's revenue, UFO Moviez has also come up with synergetic business initiatives like Caravan Talkies and Club Cinema. Under an exclusive arrangement with Impact Media Exchange Limited, UFO Moviez is also marketing an electronic ticketing platform known as the Integrated Media Pact, or “IMPACT”, to improve transparency, efficiency and accountability in movie screening industry.

In 2015 over 1500 movies were released on UFO's revolutionary UFO-M4 platform, and on India's largest DCI network. Also, over 2000 advertisers leveraged UFO's digitized screens to reach out to their target audience more effectively. UFO Moviez has created a pan India, high impact in-cinema advertising platform with generally long-term advertising rights to over 3700 screens, with an aggregate seating capacity of approximately 1.80 million viewers per show. As on September 30th, 2015, UFO Moviez, along with its subsidiaries and associates, spans 6,557 screens worldwide, including 4,940 screens across India & Nepal and 1,617 screens Middle East, Israel, Mexico and the USA.

About UFO Moviez India Ltd: (www.ufomoviez.com)

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 September 30, 2015, UFO's global network, along with subsidiaries and associates, spans 6,557 screens worldwide, including 4,940 screens across India & Nepal and 1,617 screens across the Middle East, Israel, Mexico and the USA. 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 and audiences benefit from faster access to new movie releases and a consistently high quality viewing experience. UFO has created a pan India, high impact in-cinema advertising platform with generally long-term advertising rights to 3,690 screens, with an aggregate seating capacity of approximately 1.79 million viewers and a reach of 1,882 locations across India, as on September 30, 2015. UFO's in-cinema advertising platform enables advertisers to reach a targeted, captive audience with high flexibility and control over the advertising process.



digital cinema

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