



UFO Moviez and Media Exhibitors have entered into a Strategic Partnership to showcase Caravan Talkies at Krishithon 2017 Exposition

Nashik, 20th November 2017: UFO Moviez, India's largest digital cinema distribution network and in-cinema advertising platform, and Media Exhibitors have entered into a strategic partnership to showcase Caravan Talkies at Krishithon 2017, India's premier Agriculture Exposition. Krishithon 2017 is organized from 23rd to 27th November 2017 in Nashik.

As part of partnership deal, Media Exhibitors showcased Krishithon audio-visual ad in movie theatres across Gujarat, Madhya Pradesh and Maharashtra. In-turn, UFO is showcasing the prowess of Caravan Talkies - Cinema on Wheels at Krishithon event. Along with a stall at the event, a Caravan Talkies Van is being displayed at the entrance of the event, which will help the brands to know the proposition better.

UFO Moviez has conceptualized a game changer in rural advertising in the form of Caravan Talkies. Caravan Talkies is a movie-on-wheels concept wherein cinema is taken deep into the Indian Heartland, in the areas which does not have easy access to entertainment. Apart from exhibiting movies, Caravan Talkies also helps brands to engage rural audience with various consumer engagement activities like sampling, activation events, brand collateral distribution etc.

Speaking on the occasion, Mr. Siddharth Bhardwaj, Chief Marketing Officer – Head of Enterprise Sales, UFO Moviez says, "Our vision is to bring joy to people's lives through innovation and we believe Caravan Talkies is one of our interesting initiative towards achieving our vision. Caravan Talkies vans move from village to village where the rural audiences enjoy popular movies free of cost, while the brands gets various activation opportunities. It's a win-win situation for all. We view Krishithon as a competitive advantage for our business and vice versa and we are certain that the partnership will work wonders for us. We wish Krishithon 2017 a huge success and would like to congratulate Media Exhibitors for successfully arranging such a milestone event over so many years."

Also speaking about the partnership, Sahil Nyaharkar, Convener, Krishithon 2017 said: "Krishithon has emerged as the largest agro-exhibition brand in India which aims at boosting agricultural sector. We are pleased to work with UFO Moviez to showcase Caravan Talkies at Krishithon 2017. Caravan Talkies is an ideal platform for the marketers to promote their brand to rural audience."

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. 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. As on June 30, 2017, our global network, along with our subsidiaries and associates, spans 6,852 screens worldwide, including 5,390 screens across India & Nepal and 1,462 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. We add value to all stakeholders in the movie value chain, spanning movie producers, distributors, exhibitors and the cinema-going audience. We provide 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. Audience benefits from faster access to new movie releases and a consistent high quality viewing experience. We have created a pan India, high impact in-cinema advertising platform with generally long-term advertising rights on 4,032 screens, with an aggregate seating capacity of approximately 1.84 million viewers and a reach of 2,000 locations across India, as on June 30, 2017. Our in-cinema advertising platform enables

advertisers to reach a targeted, captive audience with high flexibility and control over the advertising process. Our 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.

About Krishithon

Krishithon series of International Agriculture Trade Fair & Conference is India's Largest Agriculture Expo. The event has over and over again proved to be a platform for Knowledge, Innovation & Business for everyone involved in the agriculture sector. Krishithon has its inception in the year 1998 and since then has evolved into a pavilion for convention of the experts, farmers and technology providers who come together to discuss the issues, challenges and opportunities in the sector to make it even more sustainable. Krishithon 2017 is based on the foundation of KNOWLEDGE INNOVATION BUSINESS and offers tremendous opportunities to the stakeholders from the industry. Krishithon is not the usual hackneyed trade show but an amalgamation of product display, knowledge sharing and networking activities. Krishithon has over 1.5 Lacks visitors and over 300 exhibitors proving to be the largest gathering of agriculture community in India.

Quality farmers, Potential Enquiries - "Knowledge and Innovation in Agriculture is as necessary to Agriculture as Sowing". The wide array of customized seminars for the farmers ensures directing the right scope and opportunities to them. The visitors get exposure to new products, technology and services along with the knowledge, networking and business opportunity through a single window event- Krishithon. For more details – www.krishithon.com

Visit us at www.ufomoviez.com.

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