



UFO Moviez's heartfelt gesture for their employees on Mother's Day

UFO Moviez, India's largest digital cinema distribution network and in-cinema advertising platform had a very sweet gesture for its employees (mothers) on Mother's Day. The team organized and delivered a personalized hand written letter by their kids to the employees (mothers).

The 2 minute 04 seconds video showcases employees (mothers) getting a hand written letter from their kids. On reading the letter, the reaction on mother's faces was priceless; they could not hide their emotions and were overwhelmed as they couldn't have received a better gift than this from their children on Mother's day.

Various social media activities were undertaken by UFO Moviez to celebrate 'Cinema' as well as it mother of all screens.

Commenting on the same, Mr. Siddharth Bhardwaj, Chief Marketing Officer, UFO Moviez said, "We at UFO believe in providing a great work environment for our employees. Mothers are usually working round the clock at home and at office, this mother's day we wanted to make their day memorable which they will remember for rest of their lives."

An emotional, Mamta Pujari, an employee at UFO Moviez said, "This is the best day of my life, receiving a letter from your kid is always special. Would also like to thank UFO Moviez for taking this initiative and making me feel proud of being part of such an organization."

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 December 31, 2018, our global network, along with subsidiaries and associates, spans 5,970 screens worldwide, including 5,289 screens across India and 681 screens across the Middle East, 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. 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 3,738 screens, with an aggregate seating capacity of approximately 1.63 million viewers and a reach of 1,291 cities and towns across India, as on December 31, 2018. UFO's in-cinema advertising platform enables advertisers to reach a targeted, captive audience with high flexibility and control over the advertising process. UFO's 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.

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