

**UFO Moviez Announces Restructuring of its Core Business, Elevates Siddharth Bhardwaj to CEO – Digital Cinema Business**

Mumbai, January 1, 2025: UFO Moviez, India’s leading in-cinema advertising and digital cinema distribution network, announces significant leadership advancements to drive future growth and innovation. These changes would entail a strategic approach that aligns capital allocation, development of investments, and an organizational structure that is in sync with current market realities.

**Siddharth Bhardwaj Elevated to CEO - Digital Cinema Business**

Mr. Siddharth Bhardwaj, who currently serves as Group CMO & National Sales Head, he has now elevated to the role of Chief Executive Officer - Digital Cinema Business. A qualified Mechanical Engineer with an MBA in Marketing, Mr. Bhardwaj brings over 28 years of experience across diverse industries. Since joining UFO Moviez in 2012, he has played a pivotal role in setting up and building the advertising revenue of the company and he has been at the forefront of industry efforts in positioning cine-media as a preferred platform for high impact advertising.

In his new role, Mr. Bhardwaj will oversee the company’s digital cinema business, his rich experience and strategic vision will focus on the building on its current competitive advantages and deliver the next level of growth for the organization. Mr. Bhardwaj will continue to report to **Mr. Rajesh Mishra, Executive Director & Group CEO of UFO Moviez**.

**Commenting on the development, Mr. Rajesh Mishra said,** “Siddharth’s experience and strategic acumen have been instrumental in shaping UFO Moviez success over the years. His elevation to CEO - Digital Cinema Business, reflects our confidence in his ability to lead the company into the next level of growth. I am certain that under his dynamic leadership, UFO Moviez will continue to innovate and deliver exceptional value to all our partners and stakeholders.”

**Pradeep Shetty Elevated to Deputy CEO**

UFO Moviez is also pleased to announce the promotion of Mr. Pradeep Shetty, who currently serves as Chief Operating Officer, to the position of Deputy CEO. In addition to managing Digital Cinema operations, Mr. Shetty will also oversee content delivery (domestic & international), lab operations, retail ad sales and technical support. With his extensive expertise and proven leadership, Mr. Shetty will play a critical role in structuring and aligning all these verticals with the organization’s objectives.

Mr. Shetty will report directly to Mr. Siddharth Bhardwaj.

**Sachin Gupta elevated to National Sales Head – Enterprise**

Mr. Sachin Gupta currently leads the advertising sales efforts of the company in markets of Mumbai & South is now being elevated to the National Sales Head – Enterprise.

Mr. Sachin will continue to report to Mr. Siddharth Bhardwaj.

**Praveen Pahuja elevated to Head – Sales Strategy & Alliances**

Mr. Praveen Pahuja is currently the advertising sales efforts in the markets of North, East and ROW, is now being elevated to Head – Sales Strategic & Alliances

Mr. Parveen Pahuja will continue to report to Mr. Siddharth Bhardwaj.

**Kaushik Mamania elevated to Chief Information Officer**

Mr. Kaushik Mamania is being elevated to Chief Information Officer and he will manage all business-related informational needs such as business intelligence, ProCAT and will leads the engineering efforts of the organization.

Mr Kaushik Mamania will now report to Mr. Siddharth Bharadwaj

**Nitin Nohani elevated to Chief Technology Officer**

Mr Nitin Nohani will now lead the Technology and Logistics efforts of the organization and is being elevated to the position of Chief Technology Officer.

Mr. Nohani will now report to the Mr. Pradeep Shetty

**Commenting on the restructuring, Mr. Rajesh Mishra said,** “I am optimistic that these changes will bring new opportunities for growth and collaboration & I sincerely believe that this restructuring marks a significant step in the company's strategy to solidify its position in the digital cinema landscape and enhance its competitiveness as a cine-media platform”

**About UFO Moviez India Limited**

UFO is India’s largest in-cinema advertising platform, with the power to impact almost 1.8 billion viewers annually through 3,735 screens, comprising 2,122 Multiplex screens and 1,613 single screens across 1,374 cities, leading directly into the hearts of India’s Urban Heartland.

UFO is the first one, to enable cinema digitization with satellite technology in India. UFO is the end-to-end service provider for all DCI and non-DCI related cinema solutions. As on September 30, 2024, UFO’s global network, along with subsidiaries and associates, spans 3,597 screens. UFO has created a pan India, high impact in-cinema advertising platform with long-term advertising rights to 3,735 screens, with an aggregate seating capacity of approximately 1.8 billion viewers annually and a reach of 1,374 cities and towns across India, as on September 30, 2024.

UFO’s innovation driven DNA empowers it to use technology and business intelligence to minimize content irrelevance by providing relevant content, to the relevant people, at the relevant time! UFO’s mission is clear - un-biased, undivided, uninterrupted, cinema for all, and in doing so, outshining as the country’s largest cinema influencers.

**Visit us at** [www.ufomoviez.com](http://www.ufomoviez.com)**. For further details, contact:**

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