



Tigmanshu Dhulia's most awaited movie 'Raag Desh' to release on July 28, 2017

-UFO Moviez – Strategic Partner to promote & distribute 'Raag Desh' PAN India-

Mumbai, May 24th, 2017: Tigmanshu Dhulia's most awaited movie 'Raag Desh', based on the famous Indian National Army (INA) trials in Second World War era, is slated to release on July 28th, 2017. Raag Desh is directed by national award winning director Tigmanshu Dhulia and features Kunal Kapoor, Amit Sadh and Mohit Marwah in the lead roles. The movie is produced by Rajya Sabha TV (RSTV) and is one of the most anticipated films this year. UFO Moviez, India's largest digital cinema distribution network and in-cinema advertising platform, has partnered with RSTV to handle the movie's promotional activities through its unmatched In-Cinema Promotion capabilities. UFO Moviez will be also be handling PAN India distribution of Raag Desh in this strategic partnership and manage its media promotions.

Raag Desh is a cinematic representation of the glorious, but forgotten chapter of India's contemporary history. It is a story of Indian National Army (INA) of Subhash Chandra Bose. It captures the euphoria of INA, its travails and struggles and brings on the cinema screens an untold story of Indian Freedom Struggle.

Raag Desh is the story of three leading officers of the INA namely Colonel Prem Sehgal, Colonel Gurbaksh Singh Dhillon, and Major General Shah Nawaz Khan, who were captured and imprisoned in the Lal Quila (Red Fort). The film is gripping account of their trial by the British Government, famously known as 'The Red Fort Trials' - the trials that finally established that the British would have to Quit India.

Do watch Raag Desh and reignite your patriotic spirit
At your nearest theatre on July 28, 2017

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 March 31, 2017, UFO's global network, along with subsidiaries and associates, spans 6,579 screens worldwide, including 5,105 screens across India & Nepal and 1,474 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. 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 3,745 screens, with an aggregate seating capacity of approximately 1.73 million viewers and a reach of 1,874 locations across India, as on March 31, 2017. 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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