



World's Largest Satellite-based Digital Cinema Network

## **UFO digital cinema helps revive Punjabi film industry**

### **Punjabi films now screened in Madhya Pradesh, Maharashtra, Rajasthan and Uttar Pradesh thanks to UFO digital technology**

**Mumbai, September 27, 2012:** The Punjabi film industry has been witnessing a major revival and positive transformation thanks to a significant contribution by UFO Moviez, the world's largest satellite delivered digital cinema network. UFO Moviez, which has been contributing towards the revival and growth of regional cinema in India, is playing a stellar role in turning around the fortune of several Punjabi film producers, actors and theatre owners through its digital cinema technology across the state. In fact, 79 Punjabi films have released on the UFO digital network till date with 16 films so far in 2012.

Interestingly, Punjabi films are now also being released in other states such as Madhya Pradesh, Maharashtra, Rajasthan and Uttar Pradesh due to UFO digital technology bridging the geographical divide. This has helped expand the audience base for Punjabi films and also encouraged several well known Punjabi film producers and actors to come forth and re-enter the industry with big ticket film offerings. Several leading Punjabi producers have lined their upcoming films such as 'Dil Tainu Karda Ae Pyar', 'Pinky Mogewali', 'Tu Mera 22 Main Tera 22' and 'Ajj De Ranjhe' for the festive months of September and October, 2012. Bollywood actors like Neeru Bajwa, Diljit Dosanjh, Mahi Gill and Jimmy Shergill amongst others are now acting in Punjabi films, making the films more popular among masses. And more importantly, the new films are reaching out to their audiences across the country.

Mr. Pankaj Jaysinh, COO, UFO Moviez India said, “UFO Moviez is a leader and pioneer in converting existing theatres in Punjab into digital ones so that film producers and distributors can showcase the latest Punjabi films on a first-day-first-show basis to audiences in the state and across India. UFO Moviez has been bridging the geographic divide and increasing the number of Punjabi films on its digital network over the years. With the platform of almost 115 cinemas in the Punjab and surrounding regions of Haryana, HP and J&K, Theatre owners are also reaping the benefits of the digitisation of films including higher footfalls in the theatre premises and enhanced advertising revenue earnings.”

Mr. Rajan Batra, producer of ‘Pinky Mogewali’, added, “UFO digital theatres have empowered Punjabi film producers and given us the confidence that we can find a wider audience for our films. UFO network helps get more audiences, which means more ticket money, which is being ploughed into the film business. It’s a win-win situation for all stakeholders of the Punjabi film business where everyone benefits and the industry benefits the most. Now we can showcase our Punjabi culture to the world.”

Punjabi film industry is currently churning out 40-45 films a year and getting growing recognition as the industry is witnessing a revenue growth of over Rs. 50 crore in recent years. Some of the big films released in 2011 and 2012 are ‘Yaar Annmulle’, ‘Hero Hitler In Love’, ‘Yaara o Dildaara’, ‘Mirza The Untold Story’, ‘Carry On Jatta’, ‘Jatt & Juliet’, ‘Taur Mitran Di’, ‘Desi Romeos’, ‘Pure Punjabi’ and ‘Desi Romeos’. In fact, ‘Carry On Jatta’ and ‘Jatt & Juliet’ have done an estimated business in crores.

Source: [www.ufomoviez.com](http://www.ufomoviez.com)