

UFO Moviez' Franchise brand NOVA Cinemaz Unveiled its Second Theatre Raj NOVA Cinemaz in Karjat, Maharashtra

India, 29th June 2017: UFO Moviez, India's largest digital cinema distribution network and in-cinema advertising platform, recently opened its franchise brand NOVA Cinemaz' second theatre Raj NOVA Cinemaz in Karjat Maharashtra on 20th June 2017. Located in Aamrai, Karjat, Raj NOVA Cinemaz, is a one stop entertainment destination for the local movie buffs, it features 2 screens and has 338 seats in total. Salman Khan's much awaited movie 'Tubelight' was showcased in its opening week. The theatre offers a mix of Bollywood, Hollywood and regional movies, all under one roof.

Raj NOVA Cinemaz leverages UFO Moviez' existing strength in industry relationships and its unmatched ability to seamlessly distribute film content in remote areas. It offers world-class amenities which include:

- **Mesmerizing Ambience** - State-of-the-art viewing experience in both auditoriums
- Comfortable seating and ample leg space
- **Latest technology** - 2K digital projection with 3D capability
- **Enhanced, 7.1 sound systems** that enables audience to hear movie sound that improves the onscreen action
- **Appetizing Snacks Options** – Cafeteria
- Trained ushers and housekeeping staff will add to the pleasant movie-viewing experience.

Commenting on the launch, Mr. Vishnu Patel, CEO – Special Projects, UFO Moviez says, *“We are thrilled to open our second franchise movie theatre, Raj NOVA Cinemaz in Karjat. Raj NOVA Cinemaz is dedicated to provide our patrons with an unrivaled movie watching experience. It is equipped with UFO Moviez' impeccable cinema technology which includes high-tech digital projection system and sound, along with the premium in-theatre seating, first-class amenities and exceptional customer service.”*

Mr. T Mohanraj, Proprietor says, *“We are delighted to associate with NOVA Cinemaz and look forward to a long term association. Raj NOVA Cinemaz is very conveniently located in Karjat and boasts of contemporary technology and world-class amenities, making it an ideal cinema destination for the movie enthusiasts.”*

NOVA Cinemaz, an asset-light franchisee model, is envisaged to stabilize the demand-supply gap in the local cinema business. The aim of NOVA is to make the movie-going experience affordable, entertaining and accessible. NOVA Cinemaz will encourage local entrepreneurs to own and operate Nova branded theatres in various parts of the country. As per the arrangement, the franchisee shall make the primary investment, and UFO shall ensure that the theatre is set up at a competitive cost.

About UFO Moviez India Ltd: (www.ufomoviez.com)

UFO Moviez India Limited (BSE Code: 539141; NSE Code: UFO) 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.

For further details, please contact:

Jasmine Roy

Sr. Manager – Corporate Communications

Direct no – 022 67119745

Email – jasmine.roy@ufomoviez.com

Seeta Iyer

Sr. Executive – Corporate Communications

Direct no – 022 67119713

Email – seeta.iyer@ufomoviez.com