

## **UFO Moviez' Franchise brand NOV A Cinemaz launched Virar's first ever multiplex Rockstar NOVA Cinemaz**

**Mumbai, 6 March, 2019:** UFO Moviez's, franchise brand NOVA Cinemaz, recently launched Virar's first ever multiplex, Rockstar NOVA Cinemaz on 28 Feb 2019. The 2-screen multiplex theatre, Rockstar NOVA Cinemaz is located at Lakdu Plaza, Olanda Naka, Virar, Maharashtra. Hindi movie - Lukka Chuppi and Marathi Movie - Dokyala Shot were screened in its opening week. With this addition, NOVA Cinemaz strengthens its growth in Maharashtra with 12 screens in 6 properties.

One of the fastest developing locality in Maharashtra and home to popular beaches, Virar had been missing out on a technologically advanced multiplex for far too long. Equipped with state-of-the-art projection & Dolby 7.1 Digital sound along with 3D capabilities, Rockstar NOVA Cinemaz has revolutionized the cinema-viewing experience in Virar. The theatre offers a mix of Bollywood, regional and Hollywood movies, all under one roof.

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

- **Mesmerizing Ambience** - State-of-the-art viewing experience in all the two auditoriums
- **High-tech digital projection technology with 3D capabilities**
- **Enhanced, 7.1 Dolby Digital sound systems** that enables audience to hear movie sound that improves the onscreen action
- **Comfortable & spacious seating arrangement**
- **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 said,** *“It has been our privilege to introduce Virar's first Multiplex, Rockstar NOVA Cinemaz. It's absolutely a new experience for the people of Virar as the multiplex is fully air-conditioned with plush seats, offering high- tech digital projection system and 7.1 Dolby Digital sound and exceptional customer service. We are glad to witness the overwhelming response that Rockstar NOVA Cinemaz has been receiving from the locales of Virar. I'm sure that this will be another milestone in the journey of UFO's NOVA Cinemaz towards revolutionizing the way cinemas are viewed in this country.”*

**Mr. Shailesh Dattaray Vaity, Partner, Rockstar NOVA Cinemaz, said,** *“I am certain that our partnership with NOVA Cinemaz will go a long way towards offering a great movie-watching experience for the people of Virar. Rockstar NOVA Cinemaz is very conveniently located in Virar and boasts of ample parking space, contemporary movie screening technology and excellent amenities. I am confident that Rockstar NOVA Cinemaz will soon become an entertainment anchor of Virar, providing an unrivalled movie watching experience to cinema enthusiasts.”*

With this launch, NOVA Cinemaz is now present in 19 cities with 40 screens, across India. The other NOVA properties across India include - NOVA Cinemaz (Nagpur, Maharashtra) Raj NOVA Cinemaz (Karjat, Maharashtra), Raj Mandir Nova Cinemaz (Jalna, Maharashtra), Niharika NOVA Cinemaz (Korba,



Chhattisgarh, Vinay NOVA Cinemaz (Balod, Chhattisgarh), Kantishiva NOVA Cinemaz (Betul, Madhya Pradesh), Kantishiva NOVA Cinemaz (Sarni, Madhya Pradesh), Ankita Nova Cinemaz ( Bhuranpur, Madhya Pradesh), Pearl NOVA Cinemaz (Palampur, Himachal Pradesh), Aradhaya NOVA Cinemaz (Mundra, Gujarat), Prabhat NOVA Cinemaz (Raipur, Chhattisgarh), Neelam NOVA Cinemaz (Moga, Punjab), 4G NOVA Cinemaz (Mullanpur, Punjab), OHM Orbit NOVA Cinemaz (Fazilka, Punjab), NOVA Cinemaz (Doraha, Punjab) Dreamz Nova Cinemaz (Daryapur, Maharashtra), Shiraz Nova Cinemaz (Hoshiarpur, Punjab) and Mohan Nova Cinemaz (Aurangabad, Maharashtra).

UFO's asset-light franchise model, NOVA CINEMAZ, has been 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 encourages 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 Limited**

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, UFO's 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, 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 3,738 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 monetise 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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