

UFO Moviez' Franchise brand NOVA Cinemaz launches its fourth multiplex in Punjab - OHM ORBIT NOVA CINEMAZ

Punjab, 9th August 2018: UFO Moviez, India's largest digital cinema distribution network and in-cinema advertising platform, recently launched its franchise brand NOVA Cinemaz' thirteenth multiplex, OHM Orbit NOVA Cinemaz. Located in Sanjeev Chowk, Fazilka, Abohar, Punjab, the two-screen property is a one-stop solution for entertainment for local movie buffs and has a total seating capacity of 374 seats. With this addition, NOVA Cinemaz strengthens its growth in Punjab with nine screens in four properties. Super hit movies, Ashke (Punjabi), Mulk and Fanney Khan (Hindi) were showcased in its opening week.

OHM ORBIT NOVA Cinemaz offers a mix of Punjabi, Bollywood and Hollywood movies, all under one roof. Equipped with state-of-the-art sound & projection technology, OHM ORBIT NOVA Cinemaz has become the ideal movie theatre for the locales of Fazilka.

OHM ORBIT NOVA Cinemaz is NOVA Cinemaz' fourth franchise theatre in Punjab. The other properties in Punjab are Neelam NOVA Cinemaz (Moga, Punjab), 4G NOVA Cinemaz (Mullanpur, Punjab) and NOVA Cinemaz (Doraha, Punjab). Also, the other NOVA properties across India include - Raj NOVA Cinemaz (Karjat, Maharashtra), Niharika NOVA Cinemaz (Korba, Chhattisgarh), Vimal NOVA Cinemaz (Dhamtri, Chhattisgarh), Vinay NOVA Cinemaz (Balod, Chhattisgarh), Shivashakti NOVA Cinemaz (Betul, Madhya Pradesh), Kantishiva NOVA Cinemaz (Sarni, Madhya Pradesh), Pearl NOVA Cinemaz (Palampur, Himachal Pradesh), Aradhya Nova Cinemaz (Mundra, Gujarat) and Prabhat NOVA Cinemaz (Raipur, Chhattisgarh). It seamlessly melds the best of luxury and technology. The features of the cinema include:

- **Ambient interiors** - The experience envelops guests on arrival with State-of-the-art movie-viewing experience and sets a tone for a grandeur experience.
- **Comfortable seating** - Both the auditoriums have plush, opulent sofa seats and ample of legroom for convenience of the audience.
- **The best in technology** – Both of these NOVA screens are equipped with state-of-the-art Digital 7.1 sound for guests to enjoy impressive sound quality. It also capacitates quality viewing with 2K digital projection for enhancing the experience.
- **Seating capacity** – Both the auditoriums put together have a seating capacity of 374 seats. There are 187 seats in each of the auditoriums.
- **Appetizing Snacks Options**
- **Trained ushers and housekeeping staff** – Adding to the pleasant movie-viewing experience, the ushers and staff are well-trained.

With the launch of OHM Orbit NOVA Cinemaz, NOVA Cinemaz is now present in 13 cities having 13 properties, 26 screens and has a total seating capacity of 6756 seats.

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 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 Us

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 June 30, 2018, UFO's global network, along with subsidiaries and associates, spans 6,361 screens worldwide, including 5,296 screens across India and 1,065 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 3,857 screens, with an aggregate seating capacity of approximately 1.71 million viewers and a reach of 1,350 cities and towns across India, as on June 30, 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 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.

Visit us at www.ufomoviez.com. For further details, contact:

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