

## UFO Moviez' Franchise brand NOVA Cinemaz launched Mundra's first multiplex Aradhaya NOVA Cinemaz

**Mumbai, 2<sup>nd</sup> May, 2018:** UFO Moviez's, franchise brand NOVA Cinemaz, recently launched Mundra's first multiplex, Aradhaya NOVA Cinemaz on 7<sup>th</sup> April, 2018. The newly launched multiplex has already become a major local attraction, clocking over 40% occupancy. The 3-screen multiplex theatre, Aradhaya NOVA Cinemaz is located at Om Orbit Mall, Adani Port Road, Mundra, Gujarat, and has a total seating capacity of 515 seats. Tiger Shroff's much awaited movie, 'Baaghi 2', was showcased in its opening week.

Home to the largest private port in India, Mundra had been missing out on a technologically advanced multiplex for far too long. Equipped with state-of-the-art projection technology and Dolby 7.1 surround sound, Aradhaya NOVA Cinemaz has revolutionized the cinema-viewing experience in this town. The theatre offers a mix of Bollywood, Hollywood and regional movies, all under one roof.

Aradhaya 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 three auditoriums
- **Comfortable recliner seating** and ample leg space
- **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
- **Seating capacity** - Has a total seating capacity of 515 seats. 226 seats in the first, 226 in the second and 63 in the third auditorium.
- **Appetizing Snacks Options** – Cafeteria
- Trained ushers and housekeeping staff will add to the pleasant movie-viewing experience.

With the launch of Aradhaya, NOVA Cinemaz now has a total network of 19 screens at 9 properties in 9 cities across India.

NOVA Cinemaz, an asset-light franchisee model, is envisaged by UFO 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 makes the primary investment, and UFO ensures that the theatre is set up at a competitive cost.

### **About UFO Moviez India Ltd: ([www.ufomoviez.com](http://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 December 31, 2017, UFO's global network, along with subsidiaries and associates, spans 6,379 screens worldwide, including 5,314 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 3,943 screens, with an aggregate seating capacity of approximately 1.77 million viewers and a reach of 1,384 cities and towns across India, as on December 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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