



UFO Moviez wins Golden Peacock Innovative Product/Service Award - 2017

Mumbai, April 19th, 2017: UFO Moviez India Limited has won the 'Golden Peacock Innovative Product/Service Award' for the year 2017 by the Awards Jury under the Chairmanship of Justice (Dr.) Arijit Pasayat, former Judge, Supreme Court of India.

The Award was received by Mr. Rajesh Mishra, Chief Executive Officer – Indian Operations at a specially organized Golden Peacock Awards Ceremony held today in Dubai (UAE), in the presence of distinguished gathering of business leaders during Institute of Directors (IOD) India's "27th World Congress on BUSINESS EXCELLENCE & INNOVATION".

Commenting on this award Mr. Sanjay Gaikwad, Founder and Managing Director said, *"I am extremely pleased and honored that we have received the prestigious Golden Peacock Innovative Product/Service Award. This recognition stands not only as a mark of our success, but also as a commitment towards continued excellence and innovation. I dedicate this honour to the entire UFO team for their sincere hard work. We at UFO always work towards building innovations that create value for all stakeholders across the value chain and bring joy to people's lives. Innovation is at the core of what we do and this award validates our vision to be the leader in the big entertainment space."*

About Golden Peacock Awards:

Golden Peacock Awards, instituted by the Institute Of Directors (IOD), India in 1991, are now regarded as a benchmark of Corporate Excellence worldwide.

No other Business Award today receives the kind of recognition and adulation among peers, that Golden Peacock does. Today, there are a large number of Business Awards globally. The purpose is to create a competition for raising overall standards and recognise the achievements of the best performing organisations. The question is how relevant, elaborate and predetermined are the criteria and how impartial is the assessment process?

It is here that Golden Peacock Awards, established now for over 25 years, excel. Golden Peacock Awards for Corporate Leadership and Institutional Excellence, over the time, have become a hallmark of excellence, both locally and globally. No award has achieved such respectability and admiration from the industry as the 'Golden Peacock Awards', which today receives around 1000 applications for various Awards each year. This is largely due to its transparent and 3-Tier evaluation process, based on internationally recognized criteria. Besides recognition & Award, mere preparation of information and compilation of data required for 'Self-Appraisal Report', helps to align & inspire the entire workforce and rapidly accelerates the pace of systems improvement in an organization. Award winners are eligible to use the Golden Peacock Awards Logo with year on all printed and promotional materials, which evidences the highest accolade received by the organisation.

The Award applications are assessed at 3 three levels by independent assessors and finally by a Grand Jury.

Justice P. N. Bhagwati, former Chief Justice of India, is the Chairman Emeritus of Golden Peacock Awards. Hon'ble Justice M. N. Venkatachaliah, Chairman, Institute Of Directors and former Chief Justice, Supreme Court of India is the Chairman of the Golden Peacock Awards. Justice (Dr.) Arijit Pasayat, former Judge, Supreme Court of India and former Chairman, Competition Appellate Tribunal & Authority for Advance Ruling (Customs, Central Excise & Service Tax) is the Co-Chairman of the Golden Peacock Awards. The Global Awards are finalized by a Jury headed by The Rt. Hon. Sir Richard Needham (The Earl of Kilmorey PC), Non-Executive Director, NEC Europe Ltd. & Chairman-Advisory Group, STERN UK.

All institutions whether public, private, non-profit, government, business, manufacturing and service sector are eligible to apply. Leadership Awards are determined through nomination. They provide not only world- wide recognition and prestige but also a competitive advantage in driving business in this tumultuous world under Golden Peacock Award models.

The Awards are bestowed annually and are designed to encourage total improvement in each sector of our business.

About UFO Moviez India Ltd: (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, 2016, our global network, along with our subsidiaries and associates, spans 6,674 screens worldwide, including 5,052 screens across India & Nepal and 1,622 screens across the Middle East (UAE, Bahrain, Qatar, Oman, Kuwait, Lebanon and Jordan), Israel, Mexico and the USA serviced by our subsidiary Scrabble Entertainment Ltd. 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. We have created a pan India, high impact in-cinema advertising platform with generally long-term advertising rights to 3,737 screens, with an aggregate seating capacity of approximately 1.74 million viewers and a reach of 1,911 locations across India, as on December 31, 2016. Our 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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