



UFO Moviez collaborates with Madhuri Dixit's online dance academy 'Dance with Madhuri' to Celebrate International Dance Day

Mumbai, April 27, 2019: UFO Moviez, India's largest digital cinema distribution network & in-cinema advertising platform collaborates with Madhuri Dixit's online dance academy, Dance With Madhuri (DWM), to launch an engaging and innovative digital dance challenge #DanceLikeMadhuri to celebrate the International Dance Day in grandeur.

UFO Moviez and DWM will host a first of its kind Digital Dance Challenge #DanceLikeMadhuri on their respective social media handles from 26th to 29th April, 2019. To participate in the challenge, fans have to enact the most iconic dance hook steps of Madhuri's songs and upload their videos on UFO Moviez social handles. The winners will be chosen by none other than dance maestro herself Madhuri Dixit & UFO Moviez jointly and will get a special gratification from both UFO Moviez and DWM along with movie vouchers and DWM discount vouchers.

Commenting on the initiative, Mr. Siddharth Bhardwaj, Chief Marketing Officer, UFO Moviez said, *"We are thrilled to partner with Madhuri Dixit's 'Dance With Madhuri' for first of its kind Digital Dance Challenge #DanceLikeMadhuri to celebrate International Dance Day. On the occasion of International Dance Day, we wanted to do something exciting for our audience, and we believe that nothing can get bigger than associating with Madhuri Dixit. We at UFO Moviez, thrive to create new experiences for all our stakeholders. We are certain that this initiative would provide a perfect platform for the fans to showcase their hidden talents and help to take their talents to the next level."*

On this Madhuri Dixit, *"Our vision for Dance with Madhuri is to take the passion of dance to everyone and we believe our collaboration with UFO Moviez will ensure that millions of people can now learn how to dance. Dance with Madhuri has been receiving a lot of love from people and we wanted to do something special for the fans. Joining hands with UFO Moviez, we know we will surely reach wider audiences."*

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, 2018, our 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, 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 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.

About Dance with Madhuri

RnM now presents, 'Dance with Madhuri'™ (DWM), the world's first celebrity backed dance initiative, that allows people to easily Learn to Dance and seamlessly connect with the world to create a marketplace for their skills. 'Dance with Madhuri' was built and nurtured as a lifelong dream of Madhuri Dixit - Nene, to teach the world to dance. It was the vision and support of her husband Dr. Shriram Nene whose technical expertise helped make this dream a reality. With Gurus like Pt. Birju Maharaj, Saroj Khan, Terence Lewis, Remo D'Souza and a host of renowned choreographers from all the popular dance shows, DWM stands strong. There are now over 100+ classes, 100+ hours of content and 1800+ lessons. From Indian Classical dance forms like Kathak, Bharatanatyam, to Western forms like Jazz, Contemporary, Hip Hop, Salsa, Bachata and of course lots of Bollywood, DWM has it all. It gives you a chance to learn dance moves from the best choreographers of the country, at the comfort of your home. Today DWM has garnered over 2 million+ followers from more than 200 countries. The online platform is available on the web, iOS and Android. The offline classes are now being offered in schools, clubs and gyms through DWM choreographers and trainers.

For further details, please contact:

Jasmine Roy
DGM - 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