



UFO Moviez's exhibition arm Nova Cinemaz and Y-Screens Launches First Ever Miniplex in Kovvur under the Brand Name Y-Screen Nova Cinemaz

Andhra Pradesh, May 16, 2019: UFO Moviez's exhibition arm Nova Cinemaz and Y Screens recently launched Kovvur's first ever miniplex, Y Screens Nova Cinemaz on 9th May 2019. The 2-screen theatre is located at YSTD Center, Yuva Raj Mall, Nandamuri Road, Kovvur, Andhra Pradesh. Telugu superhit movie - Maharshi and Hollywood's Movie, Avengers: Endgame were screened in its opening week. With this addition, NOVA now operates 44 screens across 21 cities.

One of the fastest developing place in Andhra Pradesh and home to the ever-flowing River Godavari and prosper-yielding fields, Kovvur had been missing out on a classy yet affordable theatre for too long now. Equipped with state-of-the-art projection technology and sound with 4k Atmos 3D in one screen and 2k Atmos in the other, Y Screens NOVA Cinemaz has transformed the cinema-viewing experience in the town. Furnished with best-in-class cinematic technology, UFO Moviez reiterates its focus on enhancing a new-age movie viewing experience to all corners of the country especially in places like Kovvur. The theatre offers a mix of Bollywood, regional and Hollywood movies, all under one roof.

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

- **Mesmerizing Ambience** - State-of-the-art viewing experience in all the two auditoriums
- **High-tech 4k digital projection technology with 3D capabilities**
- **Enhanced DOLBY Atmos sound systems**
- **Seating capacity** – Has a total seating capacity of 394 seats
- **Comfortable seating** - The auditorium has comfortable recliner seats and ample of legroom
- **Appetizing Snacks Options**
- **Trained ushers and housekeeping staff to add to the pleasant movie-viewing experience**

Commenting on the launch, Mr. Vishnu Patel, CEO – Special Projects, UFO Moviez said, *“There is an insatiable appetite for quality movie-viewing experience in the South of India. Especially in Andhra Pradesh & Telangana where people watch movies on an average twice, a month and we wanted to build on that. Hence, our association with Y Screens has been a good move towards this direction and it has been a privilege to be part of Kovvur's first Miniplex, Y Screens NOVA Cinemaz. Y Screens NOVA Cinemaz is fully air-conditioned, deployed with recliner seats & high-tech digital projection & sound system and offers exceptional customer service. We are extremely overwhelmed with the response that Y Screens NOVA Cinemaz has been receiving from the locales. I'm sure that this association will set another milestone in the journey of UFO's NOVA Cinemaz towards revolutionizing the way cinemas are viewed in Andhra Pradesh.”*

Mr. Y.V. Ratna Kumar, Managing Director, Y Screens NOVA Cinemaz, said, *“I am certain that our partnership with NOVA Cinemaz will be extremely fruitful. Y Screens NOVA Cinemaz is dedicated to bring world class cinema viewing experience to the rural audience at a reasonable price. We are developing social infrastructure and creating an ecosystem by joining Entertainment, Education, e-government services, Entrepreneurship at one place at each Mandal head quarter across country. Direct employment will be provided to 80 –100 people at each YSTD Center and 90% of the employees are from the nearby*



vicinity. More than 100 international, national and local retail brands came forward for tie-ups with this one of its kind project. I am confident that Y Screens NOVA Cinemaz will soon become an entertainment hub of Kovvur, providing an unrivalled movie watching experience to cinema enthusiasts."

As part of an MOU that was signed between UFO Moviez and Y Screens, they shall together setup another 75 to 80 screens over the period of next two years.

With this launch, NOVA Cinemaz is now present in 21 cities with 44 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 (Burhanpur, 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), Mohan Nova Cinemaz (Aurangabad, Maharashtra), Rockstar Nova Cinemaz (Virar, Maharashtra), Time Nova Cinemaz (Hoshiarpur, Punjab), 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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