UltraTech Cement to launch in-cinema ad campaign on UFO Digital Cinema network with release of 'Tubelight'

Mumbai, 23rd June, 2017: UFO Moviez, India's largest digital cinema distribution network and in-cinema advertising platform, announced its partnership with UltraTech for an engaging in-cinema advertising campaign releasing along with the movie Tubelight. As part of the campaign, Ultratech cement would promote their revolutionary 'Build Beautiful' promotional videos on 1000+ UFO Moviez network screens across 19 states in India. The week long campaign starts today and ends on 29th June 2017.

UFO Moviez has created a pan India, high impact in-cinema advertising platform with long-term advertising rights on 3,745 screens with an aggregate seating capacity of approximately 1.73 million viewers and a reach of 1,874 locations across India, as on March 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.

Talking about this ad campaign, Siddharth Bhardwaj, Chief Marketing Officer & Head of Enterprise Sales, UFO Moviez, says, "We at UFO Moviez have seen tremendous impetus within cinema advertising as advertisers & marketers are increasingly leveraging cinema's captive audience and immersive viewing experience to communicate with their target audience in a more engaging and effective manner. We heartily welcome UltraTech Cement on board. Through this partnership, Ultratech will be able to take advantage of UFO's massive reach during EID release, which has always been a blockbuster weekend in terms of attendance at the theatres. Moreover, release of Tubelight film coincides with the campaign which will certainly ensure the highest possible ROI for their ad spend."

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 March 31, 2017, UFO's global network, along with subsidiaries and associates, spans 6,579 screens worldwide, including 5,105 screens across India and 1,474 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 3,745 screens, with an aggregate seating capacity of approximately 1.73 million viewers and a reach of 1,874 locations across India, as on March 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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