



## **UFO Moviez Winner of 'Global Entrepolis @ Singapore Award 2007'**

*Mr. Raaja Kanwar & Mr. Sanjay Gaikwad felicitated by Mr. Lee Hsien Loong, Hon'ble Prime Minister and Finance Minister of Republic of Singapore ~*

**Singapore, November 12, 2007:** UFO Moviez, the pioneer in the digital cinema business and the world's largest networked digital cinema chain was honoured with 'Global Entrepolis @ Singapore Award 2007' (GES Award) in Singapore today. Mr. Lee Hsien Loong, Hon'ble Prime Minister and Finance Minister of Republic of Singapore presented the Award to Mr. Raaja Kanwar, Vice Chairman, UFO Moviez and Mr. Sanjay Gaikwad, Founder and Executive Director, UFO Moviez.

The Global Entrepolis@Singapore Award, honoring the Technopreneur of the Year in the Asia-Pacific region, is co-organized by the Wall Street Journal Asia in association with the Global Entrepolis@Singapore. **Amongst a record-breaking 265 entries from applicants in 16 countries and territories in the Asia-Pacific region this year, UFO Moviez was short listed as one of the 6 finalists and was eventually honored with the GES Award.**

Exhilarated with the honor Mr. Raaja Kanwar, Vice Chairman – UFO Moviez said, "In less than two years, UFO Moviez has become the world's largest satellite based digital cinema chain with over 1000 theatres receiving all movies First Day, First Show. This Award is a reaffirmation of what we have always believed in – empowering the global cinema industry digitally, while being environment friendly and also combating piracy. Very soon, UFO's footprint will cover South East Asia including Singapore, UAE and Europe".

Added Mr. Sanjay Gaikwad, Founder and Executive Director, UFO Moviez, "The challenge for us lay in introducing an untried and untested technology in India with no previous benchmarks. Not only just the technology part of it, we even had to invent a new pay per show business model which was unheard of in the Indian context. Thanks to the indomitable team UFO, we met squarely all the issues and made a resounding success of it".

The selecting criteria for the GES Award included: demonstrating exploitation of technology in their business or products; having good potential to be a global leader/market leader; exhibiting growth in past years (e.g. operating profit, size, and market share); showing a sustainable business model and simultaneously be commercially viable. In the past, SiBiono GeneTech from China was given the GES Award 2006 while Hong Kong Broadband Network Ltd. (HKBN) has won the 2005 Global Entrepolis @ Singapore Award for its ultra-fast residential broadband service.



### **About UFO Moviez:**

UFO Moviez Limited ([www.ufomoviez.com](http://www.ufomoviez.com)) is the digital cinema venture from the Apollo Group, ([www.apollotyres.com](http://www.apollotyres.com)) a leading business house of India. With 1000 installations in India, UFO Moviez is the largest networked digital cinema chain in the world. UFO aims to reach a target of 2000 theatres by 2008-09. It is the only company in the world to deliver MPEG - 4 high definition content directly into cinema halls by means of a satellite. The pristine quality of UFO digital cinema coupled with its features of 5.1 Dolby digital surround sound and 192 bit encryption technology that protects the content end to end against all forms of piracy, has endeared UFO Moviez to all - right from the President and Prime Minister of India to the doyens of the Indian film industry. Since November 2005, UFO has released 450 movies in 16 different languages aggregating to more than 530,000 screenings. UFO has presence in 24 States and 590 cities of India.

After successfully establishing its technology and business model in India, UFO started its International operations in early 2006 with its first base in Europe. Today, UFO International has launched its operations in Indian Sub-continent (Sri Lanka, Nepal) and Mauritius. UFO International is also, introducing its technology and similar business model in Southeast Asia, for its local and Asian films and is projecting a total of over 1000 cinema screens in this region. The other countries on the radar are USA, UK, Australia, Fiji, South Africa and Middle east to primarily cater to Indian Content as well as to exploit local films.

The global VC firm, 3i invested US \$ 22 million into the company in January 2007. Earlier this year in June, UFO was felicitated with the 'IIFA Innovation Award in Indian Cinema' at Yorkshire. UFO is also one of the finalists for the Ernst and Young Entrepreneur of the Year Award 2007.

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