



UFO Moviez bags 'Innovation award in Indian Cinema' at IIFA Awards 2007 in Yorkshire

Yorkshire, June, 11th, 2007: UFO Moviez, the pioneers in the digital cinema business and the world's largest digital cinema network, won the prestigious Award for the biggest innovation in the film industry at the 8th International Indian Film Academy (IIFA) awards held at Yorkshire on Saturday, June 9th, 2007.

Mr. Raaja Kanwar, Vice Chairman- UFO Moviez along with Mr. Sanjay Gaikwad, Founder and CEO – UFO Moviez was present at the venue to receive the award. The award was a unanimous decision of the IIFA Advisory Board comprising of Mr. Amitabh Bachchan, Mr. Karan Johar, Mr. Ramesh Sippy, Ms. Jaya Bachchan, Mr. Pahlaj Nihlani, Mr. Shyam Shroff, Mr. Vinod Khanna, Mr. David Dhawan, Mr. Manmohan Shetty and the Management committee of IIFA.

Delighted with the honour, Mr. Raaja Kanwar, Vice Chairman – UFO Moviez said, “On behalf of all my colleagues at UFO, all our partners and well wishers, I am thrilled to accept this prestigious award. It is a global recognition of an Indian company for its path breaking technological initiatives in the film industry.”

Added Mr. Sanjay Gaikwad, Founder and CEO – UFO Moviez, “Set to revolutionize the way films are distributed and exhibited through its pioneering technology and infrastructure, UFO Moviez envisages a ‘FIRST DAY FIRST SHOW’ regime for film distributors and cinema owners across the country. We are elated with the Award and rededicate ourselves to creating the largest piracy-free digital cinema infrastructure world wide.”

The International Indian Film Academy (IIFA) is a first of its kind, to promote Indian Cinema, globally. It has been established to recognize, honour and celebrate the achievements of Indian Film Industry in the arena of world Cinema.

Speaking on the occasion, Mr. Andre Timmins, Director IIFA said that “IIFA is proud to honour UFO Moviez Limited for their technological innovation which is all set to bring about a paradigm shift in the Cinema business. In the past too, IIFA has recognized the achievements of Indian companies who have made pioneering efforts to put the Indian film industry on the global map.”



About UFO Moviez Ltd.

UFO Moviez Ltd, the world's largest digital cinema network, is the media initiative of the over USD 1 billion Apollo Group led by Mr. Onkar Singh Kanwar, Chairman and Managing Director, Apollo Group.

UFO Moviez, the path-breaking initiative, is spearheaded by founder directors Raaja Kanwar and Sanjay Gaikwad, professionals from the Media and Gaming Industry with rich and varied experience in Gaming, Technology, Television, Internet, Retail and Marketing. Set to revolutionize the way films are distributed and exhibited in India through its pioneering technology and infra-structure, UFO Moviez envisages a 'FIRST DAY FIRST SHOW' regime for film distributors and cinema owners. The Company's strength lies in its innovative business approach, execution skills and focus on technology enabled business innovations.

Recently 3i, one of the worlds leading investment funds dealing in technology and innovative products took a strategic stake in UFO by investing Rs.1000 Million. The funds will be utilised to fuel UFO growth plans worldwide.

Today with over 700 digital cinema installations, UFO has taken over the Indian film industry by storm. Within a short span of one and a half years, the Company has become the worldwide market leader in its area of operations offering end to end digital cinema solutions and delivering films via satellite directly to theatres using a unique pay per show business model.

UFO is shortly being rolled out in UAE, Europe, Singapore, Malaysia, Indonesia, Mauritius, Nepal, Sri Lanka by the end of 2007 with 1000 installations

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