

## **"UFO Moviez India Ltd. joins hands with NDTV Media for their Digital Cinema Advertising business"**

Mumbai, 30 June 2008: NDTV Media, India's best-known and most respected Media Marketing & consulting company has been appointed by UFO Moviez India Ltd. as the Sole & Exclusive Sales partner for their Digital Cinema advertising business in the Private Sector. UFO Moviez India Ltd. has the largest digital cinema network in the world with more than 1200 installations screens across India.

As a part of this arrangement, NDTV Media will be responsible for selling the advertising at the cinema theatres with which UFO Moviez India Ltd. has the advertising rights. This would include the selling of airtime on the cinema screens as well as on ground activation at these cinema halls which will include Seat branding, ticket branding, putting up standees & stalls and any other ground activation for advertisers.

Speaking on this appointment, Niraj Dutt, Chief Operating Officer, NDTV Media Ltd. said, "We are extremely pleased to partner with UFO Moviez India Ltd. on this pioneering initiative. Digital Cinema is a powerful innovation in the space of Cinema advertising and brings with it a host of benefits including flexibility, reach and transparency. With a satellite based delivery mechanism, Digital Cinema offers the opportunity to advertisers to reach Cinema halls across the country in multiple languages with just one Digi-Beta. For the first time, this format allows for theatre-wise, spot-wise monitoring of the client's activity".

He further added, "After having a stronghold in the Television and Internet space, Digital Cinema is another medium that NDTV Media is venturing into thereby being able to offer its clients multiple touch points to reach its consumers. In keeping with the expansion plan that we have at NDTV Media, Digital Cinema advertising provides a new platform that we can offer our clients. We are confident that this relationship will be mutually beneficial."

Rajesh Mishra, CEO – India Operations, UFO Moviez India Ltd. said, "Earlier the single screens were largely unable to monetize the advertising opportunities in their cinemas owing to the fragmented nature of the market. Now that we have reached 1200 screens across India, we can begin to tap the advertising opportunities that are possible with our network of cinemas. Their handling of the ad sales activity will allow us to focus on our core business of Digital Cinema Operations. NDTV Media will bring to the table their extensive and specialized expertise and contacts in the field of advertising. We look forward to a long association with NDTV Media."

### **About NDTV Media**

NDTV Media, India's best-known and most respected Media Marketing and Consulting Company.

NDTV Media started operations in the year 2002 and is now among the leading revenue generators in the Indian advertising industry in the television and internet sector. The company is led by Raj Nayak, a media professional, known in the Indian media circles for his vision and foresight.

With a 1500+ client list across all brands, the largest client count for any independent media marketing company in India, NDTV Media's current bouquet of offerings in the media space include NDTV 24X7, NDTV India, NDTV Profit, NDTV Good Times, NDTV MetroNation, Mi Marathi, Just TV Punjabi and Sahara's Entertainment channels viz., Sahara One, Filmy, Firangi. In addition to this NDTV Media is also the exclusive sales representative for MSN in India and for Microsoft Advertising platform which includes all the Popular sites like Facebook,

Bollywood Hungama, HDFC securities, Equitymaster etc and is responsible for all revenue generating efforts for the MSN offerings and for the online and mobile verticals under Microsoft Advertising.

### **About UFO Moviez India Ltd.**

UFO Moviez India Ltd launched in association with Apollo International Limited part of the Billion Dollar Group Apollo, is the media initiative of the Valuable Group. With more than 1200 installations, it is the world's largest digital cinema network, this path-breaking initiative, is spearheaded by founder director Sanjay Gaikwad, having 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 infrastructure, UFO Moviez envisages a 'FIRST DAY FIRST SHOW' regime for film distributors and cinema owners across the country. The Company's strength lies in its innovative business approach, execution skills and focus on technology enabled business innovations.

Today with over 1200 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.

#### **Journey so far...**

- 1200+ UFO Theatres installed All India.
- More than 800+ movies released UFO platform.
- Released films in 19 different languages
- More 1 Million screening held using UFO technology
- Appointed as a member of Information and Broadcasting Ministry's core group in "Anti Piracy and Exhibition Sectors."
- UFO bagged IIFA award in "Technology Innovation in Indian Cinema", Yorkshire, April 2007
- UFO bagged 3 awards in prestigious Bangalore Ad Club Award, July 2007
  - Gold - Media Innovation – Cinema
  - Gold - Media Innovation – Digital
  - Bronze - Media Innovation – Never Before used Media.
- UFO bagged Global Entrepolis @ Singapore Award, November 2007.
- Operations started in Nepal, Bangladesh, Sri Lanka & Mauritius.