

January 23, 2024

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001
Fax: 022 – 2272 3121
BSE Scrip Code: 539141

To,
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1, G
Block, Bandra Kurla Complex, Bandra (East),
Mumbai- 400 051
Fax : 022- 2659 8237/ 38
NSE Symbol: UFO

Dear Sir/ Ma'am,

Sub: Press Release

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith Press Release titled '***UFO Moviez Enters into a Strategic Alliance with TSR Films for Acquiring Exclusive Advertising Rights of TSR's 403 Screens. UFO Poised for Expansion of its Footprint in Vibrant South Market***'.

Request you to take it on record and disseminate it on your website.

Thanking you.

Yours faithfully,

For **UFO Moviez India Limited**

Kavita Thadeshwar
Company Secretary



UFO Moviez Enters into a Strategic Alliance with TSR Films for Acquiring Exclusive Advertising Rights of TSR's 403 Screens. UFO Poised for Expansion of its Footprint in Vibrant South Market

Mumbai, 23rd Jan 2024: UFO Moviez, India's largest in-cinema advertising network, today announced a strategic partnership with TSR Films ("TSR"), a leading digital cinema integrator based out of Chennai. This strategic collaboration grants UFO Moviez exclusive advertising screen rights across TSR's extensive network of over 403 screens.

With this partnership, UFO Moviez's cinema advertising network has expanded to 3,808 screens from 3,303 screens as on 30th Sep, 2023. This will consolidate UFO's position further as country's biggest integrator of in-cinema screen inventory. It will also help in substantially increasing UFO Moviez advertising screen count to 326 screens and 286 screens in high potential Tamil Nadu and Kerala markets respectively.

This partnership is expected to leverage TSR and UFO's combined nationwide reach and UFO Moviez's expertise in advertising and marketing, hence opening new opportunities for brands to invest more aggressively and consistently on this network. The partnership will also open up a range of creative advertising possibilities for brands across various sectors. From traditional pre-movie trailers and on-screen advertising to interactive elements and product placements within movies, the possibilities are endless.

Commenting on the development, Mr. Sanjay Gaikwad, Founder and Managing Director, UFO Moviez said- "We are happy to partner with TSR Films and expand our reach to 403 new screens. This strategic partnership with TSR Films not only grants us access to 403 new screens, solidifying our presence in vibrant South Indian markets, but also expands our network to 3,808 screens nationwide. We're confident this collaboration will empower us to provide advertisers with superior offerings and deepen our penetration into the realm of in-cinema advertising.

Tan Sri M Ramasamy, Chairman and Group Managing Director of IRDK Land Group and TSR Group said "This partnership with UFO Moviez signifies a significant milestone in the realm of cinema advertising. By amalgamating our regional proficiency with their expansive nationwide network, we are poised to unleash unparalleled revenue streams and network opportunities. Collectively, we aim to revolutionise the manner in which brands connect with moviegoers, thereby shaping the future landscape of in-cinema advertising in India."

About UFO Moviez India Limited

UFO is India's largest in-cinema advertising platform, with the power to impact almost 1.8 billion viewers annually through 3,808 screens comprising of 2,513 screens in the PRIME channel and 1,295 screens in the POPULAR channel across 1,263 cities, leading directly into the hearts of India's Urban Heartland.

UFO is the first one, to enable cinema digitization with satellite technology in India. UFO is the end to end service provider for all DCI and non-DCI related cinema solutions. As on 23rd Jan, 2024, UFO's global network, along with subsidiaries and associates, spans 3,598 screens. UFO has created a pan India, high impact in-cinema advertising platform with generally long-term advertising rights to 3,808 screens, with an aggregate seating capacity of approximately 1.8 billion viewers annually and a reach of 1,263 cities and towns across India, as on 23rd Jan, 2024.

UFO's innovation driven DNA empowers it to use technology and business intelligence to minimize content irrelevance by providing relevant content, to the relevant people, at the relevant time! UFO's mission is clear - un-biased, undivided, uninterrupted, cinema for all, and in doing so, outshining as the country's largest cinema influencers.

About TSR Films

TSR is India's one of the leading provider of end to end digital cinema technology and solutions, offering DCI-compliant products that are flexible, reliable, and cost-effective. It delivers latest digital cinema solutions for both 3D and 2D features in E-Cinema, D-Cinema, and RGB Laser formats. Additionally, TSR is a successful Cinema Audio Integrator in India.

With an extensive in-cinema advertising network, TSR provides adaptable and uninterrupted digital cinema advertising solutions for brands addressing national, regional, and local marketing needs with precision.

Visit us at www.ufomoviez.com. For further details, contact:

Ami Mehta

Assistant Manager – Investor Relations

Tel: +91 22 40305126 M: +91 7045622813

Email: ami.mehta@ufomoviez.com