

November 19, 2025

To,

**BSE Limited**

Phiroze Jeejeebhoy Towers,

Dalal Street,

Mumbai – 400 001

**BSE Scrip Code: 539141**

To,

**National Stock Exchange of India Limited**

Exchange Plaza, 5<sup>th</sup> Floor, Plot No. C/1, G Block,

Bandra Kurla Complex, Bandra (East), Mumbai-

400 051

**NSE Symbol: UFO**

Dear Sir/ Ma'am,

**Sub: Press Release**

Please find attached herewith a Press Release titled '**UFO Moviez Enters into a Strategic Alliance with Miraj Cinemas for Exclusive Advertising Rights Across 239 Screens in 49 Cities and 72 Locations**'.

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 Miraj Cinemas for Exclusive Advertising Rights Across 239 Screens in 49 Cities and 72 Locations**

**Mumbai, 19th Nov 2025:** UFO Moviez, India's largest in-cinema advertising network, today announced a strategic alliance with Miraj Cinemas, the country's third-largest cinema exhibition chain. Through this partnership, UFO Moviez has secured exclusive advertising rights across Miraj Cinemas' extensive network of 239 screens.

With this collaboration, UFO Moviez's total cinema advertising network will expand to over 4000 screens, further strengthening its position as India's largest integrator of in-cinema screen inventory. This partnership will also significantly enhance UFO's multiplex screen portfolio, increasing it to over 2500 multiplex screens, and firmly consolidating its leadership as the largest multiplex on-screen advertising network in the country.

This association is expected to combine Miraj Cinemas' and UFO Moviez's nationwide reach with UFO's proven expertise in advertising and marketing, creating new opportunities for brands to invest more strategically, aggressively, and consistently across this powerful network.

**Commenting on the development, Mr. Rajesh Mishra, Executive Director and Group CEO, UFO Moviez said-** "We are pleased to announce a strategic partnership with Miraj Cinemas, through which we will expand our multiplex presence to over 2500 screens nationwide. This collaboration provides us with access to 239 additional multiplex screens, significantly strengthening our reach across key Tier 1 and Tier 2 markets. This partnership marks an important milestone in our growth journey and enables us to deliver even greater value, scale, and impact to our advertising partners".

### **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 3,795 screens, comprising 2,279 Multiplex screens and 1,516 single screens across 1,346 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 September 30, 2025, 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 3,795 screens, with an aggregate seating capacity of approximately 1.8 billion viewers annually and a reach of 1,346 cities and towns across India, as on September 30, 2025.

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 Miraj Cinemas

Miraj Cinemas is India's third-largest and one of the fastest-growing cinema exhibition chains, known for delivering high-quality movie-viewing experiences across the country. With a robust presence spanning **239 screens across 49 cities and 72 locations**, Miraj Cinemas continues to expand its footprint with a strong focus on state-of-the-art infrastructure, superior projection and sound technology, and exceptional customer service. The brand is committed to creating immersive entertainment environments that cater to diverse audiences. As part of the Miraj Group, the company continues to set new benchmarks in the Indian cinema exhibition industry through innovation, expansion, and a customer-first approach.

**Visit us at [www.ufomoviez.com](http://www.ufomoviez.com). For further details, contact:**

**Hemal Rathod**

Investor Relations

M: +91 96194 68001 Tel: +91 22 4030 5126

Email: [hemal.rathod@ufomoviez.com](mailto:hemal.rathod@ufomoviez.com)