

| Publication | Edition | Date | Page | Subject |
|-----------------|---------|---------------------------------|------|------------------------|
| Complete Cinema | Mumbai | 15 th December, 2018 | 30 | Sushil Sir's Interview |

IN THE LIMELIGHT

Sushil Kumar Agrawal CEO, Ultra Media & Entertainment Group

"We are exploring creating original and engaging content for OTT platforms in India."

Ultra has been in the industry for more than 3 decades, We understand that now you are foraying into theatrical distribution of films. It is true?

After being in this ecosystem for such a long time, theatrical distribution is a very strategical & a viable diversification for us. We recently successfully distributed "The Stolen Princess" – The first English animation film from Ukraine in English, Hindi, Tamil and Telugu in Indian theatres & in English in SAARC region. In 2019 we will be distributing 3 English films of different genres : **Terrordacytl, Jurassic Galaxy and Battle for Sevastopo** & 3 children centric films **'Help, I Shrunk my Parents, The Amazing Wiplala & My Giraffe** in theatres. Post which we also will be distributing 4 South Indian films dubbed in Hindi : **Amma I Love You, Thayige Thaka Maga, U – Kathe Hero & an other untitled film**

What are your future plans in this direct ion?

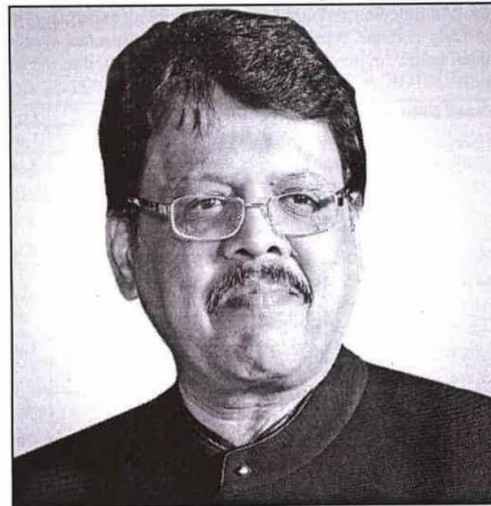
We constantly acquire rights for films and other content of various languages from all over the globe and are always in look out for quality feature films which says universal stories to the discerning audience in a way that they can connect with. We will be distributing more films theatrically in the near future and are in various stages of discussion.

You have been acquiring many films from South Indian stable and even internationally, what's the market of these films?

Yes We have been aggressively acquiring feature films in Kannada, Tamil, Telugu & Malayalam languages and getting it dubbed in Hindi in our in-house "state of the art" post production studio & syndicate it to Indian TV Channels & other platforms in India. The south films dubbed in hindi has quite a big market in India and other asian countries with Indian diaspora and they are consumed through different platforms. We have been acquiring south Indian content across various genres backed with professional dubbing quality.

Ultra is an established brand today. how was your journey till now.

The journey has been quite interesting till now, Ultra has always believed in reinventing themselves from time to time depending upon the changing patterns of content consumption in India. We were the pioneers in bringing the VCD technology to India and other than copyright acquisition of tent pole films, we have also produced 23 feature films (8 in Hindi, 12 in Marathi, 1 in Gujarati & 2 in Rajasthani) which were successfully released in theatres. We also have a full fledged post production studio which offers various cutting edge solutions using our latest indigenous



technology in Scanning, Upscaling, Digitizing, Restoration, Colorization, 2D to 3D Stereoscopic conversion etc to the entertainment industry worldwide. We have been exhibiting & syndicating our existing stable of more than 1500 titles across various languages & genres in various film festivals and markets globally. We buy International content from the global markets and syndicate it in India and other International markets too.

Currently our new production "Chippa" a feature film which debuted its screening in the recent MAMI 2018 receiving rave accolades is travelling to various film festivals internationally and will have its global theatrical release in early 2019. We always had a strong intuition from the very beginning that the audio, video and digital rights of films and other content across various languages and genres will always be a strong revenue driver for the content owners, producers & copy right acquirers and aggregators like us. It's one of our flagship revenue driver

Tell us about your new ventures.

We are looking forward extensively for making feature films through our in house production, co-production & acquisition route. We will continue acquiring Indian & foreign films with universal & global appeal & theatrically release it in India and SAARC countries. Currently we are in different stages of discussions and developments with various film production houses & content owners for the same. We also will be producing content for TV series & web series. We are exploring creating original and engaging content for OTT platforms in India. Currently Ultra has got many of its content being streamed in OTT platforms in India like :Netflix, Amazon Prime, hotstar & others