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Adlabs plans to bring back touring cinema concept

Plans to talk to schools, firms and offer packages

Our Bureau

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Taking the entertainment offering to the next level Adlabs, an arm of the Anil Dhirubhai Ambani Group, is contemplating bringing the old cinema exhibition concept of touring talkies, albeit, in a different way.

Unlike its format of yesteryears, the entertainment company is in the process of preparing a plan to talk to schools, colleges and companies to bring their students and employees to edutainment zones.

"We have tied up with the Cinema Park Network to of-

fer six-dimensional experience to our patrons," Mr Tushar Dhingra, Chief Operating Officer (COO), Adlabs Cinemas, told *Business Line*.

Mr Dhingra was here on Thursday in connection with Adlabs' foray into the Hyderabad film exhibition market.

Besides offering three-dimensional images, the Cinema Park technology provides sensory effects by allowing them to see, smell, hear and touch. A 30-minute film called *India in Motion* was produced, giving a peep into India's history, culture and heritage. It would also screen

the film *Journey through the Universe*.

The first Adlabs-Cinema Park network facility has come up in Agra. "These facilities generally come up in global tourist destinations such as Jerusalem, Rome, Athens and Disneyland. After Agra, we will go for yet another popular tourist destination or a pilgrimage destination," he said.

The company intends to talk to schools, colleges and companies in urban and rural areas and offer them packages and take the students and employees to the facilities. It, in fact, would become a desti-

nation tourist spot, he said.

MEGAPLEXES

Adlabs would have its first megaplex, probably in Mumbai this financial year. "We are going to have 10 such megaplexes, each having 10 screens and a variety of other offerings. The other locations include Bangalore, Chennai, Delhi and Hyderabad," Mr Dhingra said.

These facilities would have exclusive entertainment offerings for kids, youth, families and senior citizens. "Not just films, these can even show, say, IPL matches and F1 racing," he said.