



MOTIVATE VAL MORGAN

PRESENTS

THE DOUBLE IMPACT

REACH THE INDIAN DIASPORA THIS AUGUST

This Indian Independence Day, two mega blockbusters
unite North & South audiences for cinema's hottest
weekend in the Gulf

WAR2



War 2: Bollywood's Biggest Draw Meets GCC's Biggest Screens

Sequel to 2019's blockbuster War, starring Hrithik Roshan—one of Bollywood's top box office draws.

Star Power: Hrithik Roshan returns as Agent Kabir, going head-to-head with Telugu superstar Jr NTR (from global smash RRR).

Spy Universe Crossover: Produced by Yash Raj Films, this movie unites Bollywood and South Indian stars on one explosive stage.

Record-Breaking Buzz: The first teaser crossed 70 million views in 24 hours, igniting massive fan debates and media hype.

Trade Talk: Industry insiders are predicting the “biggest Bollywood opening of 2025,” with GCC expected to be a top overseas market.

YRF Spy Universe Admissions

WAR
2019
275K+ UAE Admits

PATHAAN
2023
642k+ UAE Admits

TIGER 3
2023
240K+ UAE Admits





Coolie – Rajinikanth's Festival Hits the Gulf

Superstar Rajinikanth returns with his first-ever film directed by Lokesh Kanagaraj—a dream team-up that fans have been waiting for.

All-star, pan-India cast: Featuring Telugu legend Nagarjuna, Kannada icon Upendra, Bollywood's Amir Khan (in a special cameo), and more.

Buzz Alert: Overseas rights snapped up for a record ₹80 crore (\$9.64 million USD)—making it the most anticipated Tamil film ever among the diaspora.

Unmatched Fan Power: When Rajini releases a film, it's not just a screening—it's a festival. Think 4:30am shows, celebrations, and packed houses.

Global Release: Hits cinemas worldwide (Hindi, Tamil, Telugu, and more) on August 14, with GCC expected to lead overseas turnout.

Rajinikanth Last Two Movies Admissions

JAILER

2023

330k+ UAE Admits

VELAYU

2024

100k+ UAE Admits

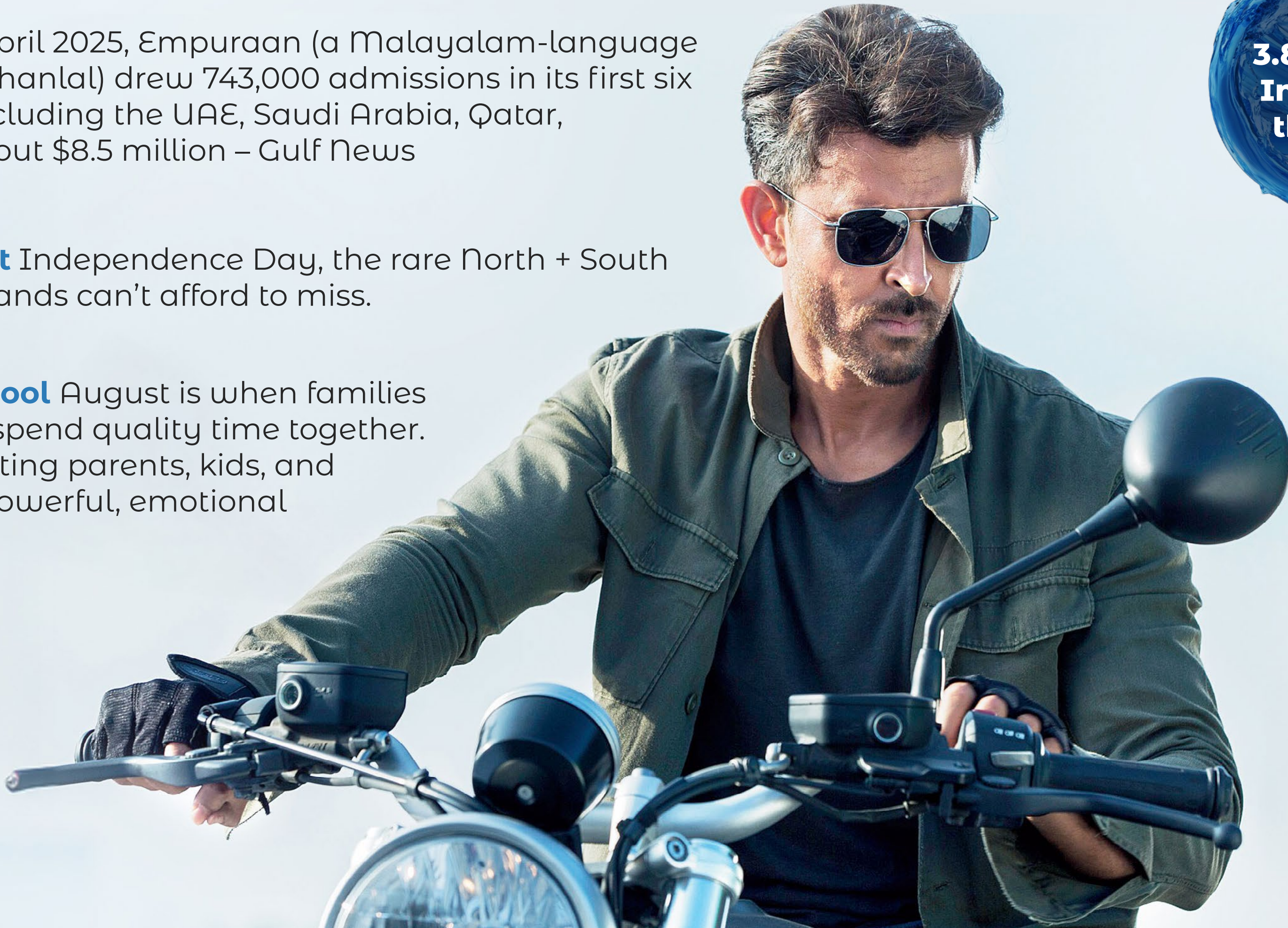
The Indian Diaspora - Your Dream Audience

When Indian cinema drops a blockbuster, it's more than a movie—it's a cultural event. Families and friends gather, celebrate, and share the moment together.

Audience at Scale In April 2025, Empuraan (a Malayalam-language Indian film starring Mohanlal) drew 743,000 admissions in its first six days across the GCC, including the UAE, Saudi Arabia, Qatar, and Oman, grossing about \$8.5 million – Gulf News

The Cultural Flashpoint Independence Day, the rare North + South crossover, a moment brands can't afford to miss.

Summer + Back-to-School August is when families prepare for school and spend quality time together. Perfect for brands targeting parents, kids, and decision-makers with powerful, emotional messaging.



Over
3.8 million
Indians in
the UAE
alone

Up to 35%
of overseas
Indian box
office comes
from the
Gulf

Jawan (2023):
Biggest Indian
film ever in the
Middle East
(694k+ UAE Admits)

Why Cinema Advertising

Cinema is the only channel where you own the room, the audience is 100% emotionally present, and your message becomes part of a community celebration.

Cinemagoers arrive in a positive mood:

78% of movie audiences say they're in a great mood' when they arrive at the cinema. A 2023 study by Hearst confirms that audiences are most receptive when in a good mood.

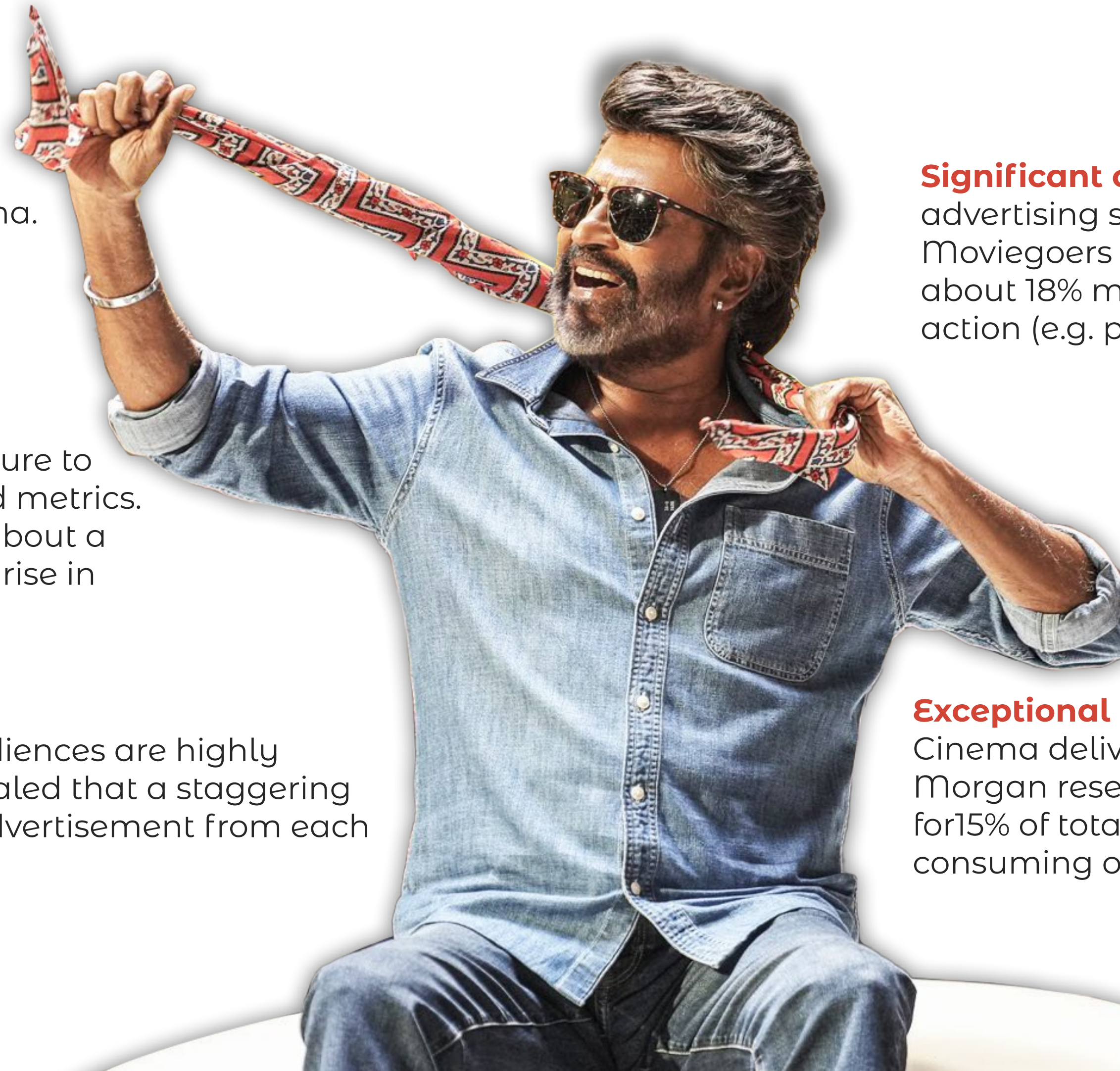
Immersive ads drive big brand lifts: Exposure to cinema ads meaningfully boosts key brand metrics. Studies show cinema exposure generates about a +22% increase in ad awareness and a +23% rise in brand consideration.

High ad recall and attention: Cinema audiences are highly attentive. MVM's 'Cinema 360 study' revealed that a staggering 76% of moviegoers can recall at least one advertisement from each cinema visit.

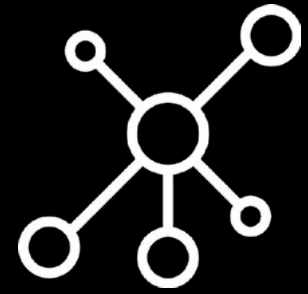
Significant consumer action: Cinema advertising strongly influences behavior. Moviegoers exposed to cinema ads are about 18% more likely to take a desired action (e.g. purchase or engage) afterwards.

Exceptional ROI and cross-channel impact:

Cinema delivers outsized efficiency. 2025 Val Morgan research found cinema accounted for 15% of total campaign impact while consuming only 6% of the media spend.



Motivate Val Morgan Advantage



Largest Regional Network

Premium theaters across GCC, Egypt, and Lebanon.



Proven Track Record

Success with leading brands across multiple industries.



Comprehensive Analytics

Our proprietary cinema planning and measurement platform offers detailed audience insights and campaign performance data.



For one weekend, the Indian diaspora will be united in cinemas across the GCC, celebrating culture, pride, and entertainment—make your brand part of their story

Thank You

