

A cinema experience for everyone.

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MUSCAT: Delivering an upscale cinema experience in a family-oriented and comfortable setting, Cinépolis Cinemas at the Oman Avenues Mall has been impressing movie goers with its unique movie offerings since its launch last month.

Revolutionising the cinema experience, Cinépolis Cinemas at Oman Avenues Mall boasts of four luxury screens, a Junior Screen, 4D E-motion screen, Macro XE screen and seven premium format screens. Catering to the Gen Z millennials, older adults, cost-conscious as well as the luxury seeking movie lovers, the additional appeal of the hi-tech Cinépolis Cinemas has been the tickets which start at a competitive price of OMR 3.

With the opening of the latest location in Oman Avenues Mall, Muscat, Cinépolis Cinemas introduced, for a limited time only, a country-wide provisional loyalty program. The program allowed customers to claim a free cinema ticket after their sixth visit at Cinépolis Cinemas Muscat, Oasis Mall in Salalah and Oasis Mall in Sohar. The brand plans to introduce the new Club Cinépolis app in 2020, a loyalty based program which will provide numerous opportunities for consumers to take advantage of ample offerings.

Ashish Shukla, CEO, Cinépolis GCC said, “We are honoured to bring our world-class cinema to the Sultanate of Oman. The launch of Cinépolis Cinemas at Oman Avenues Mall, Sultanate’s iconic destination for shopping, dining, and luxury experience, has been a proud moment for us. We are aware that Oman has a sizeable movie loving audience. We are delighted with the opportunity to extend a premium yet highly affordable cinema experience in Oman for the benefit of all cinema fans.”

He added, “We are happy to state that in terms of product offering Cinépolis Cinemas Oman has all the high-tech theatre concepts which serve the needs of both the price conscious consumer and the luxury seeker. We are particularly thrilled that in terms of pricing we give value of money and 90 per cent of our seats are on the OMR 3 range making it within means for all movie lovers. We appreciate the great response from our guests so far and we are looking forward to growing with the cinema loving community.”

Talking about how Cinépolis Cinemas is different from other players, Shukla said, “We have been in the business for 42 years and we are the third-largest player in the industry with 6400 screens across the world. Cinépolis Cinemas is an innovative organisation. We are the thought leaders for luxury cinemas, the Junior Cinema format and many other formats. Consequently, we have launched Junior Screen, 4D E-motion screen and Macro XE screen. We are also proud that our cinemas have the biggest screens viewers can get in the category.”

Vouching the nicest part of Cinépolis Cinemas is its F&B vertical, Shukla said, “We have two main food concepts at Cinépolis Cinemas. First is the normal food offering comprising typical

cinema food items like popcorn and nachos; and second is our sub-brand Coffee Tree, for which we have a dedicated chef serving gourmet food. In fact, our lounge seating comes as a package deal which includes food and beverages.”

Stating that Cinépolis Cinemas houses specially designed seats, Shukla said, “Every seat allows the guests to be immersed in the best viewing experience. There is no obstruction in terms of sight lines and offers huge leg space. We don’t want to pack the theatres. For the luxury segment we offer 180-degree leather reclining seats with personal amenities, Maitre d’ call buttons and adjustable tables.”

Enunciating about the ‘Junior Screen’ Shukla said, “It is a new concept introduced by Cinépolis Cinemas to create a differentiated experience by offering a movie space uniquely designed for families with children. Kids can explore the play area for 20 minutes before the movie starts. We are loving the response to this concept. Junior Screen features a colourful Jungle Gym, complete with slide and ball pit, as well as fun bean-bag seating.”

Speaking of the 4D E-motion screen, Shukla said, “This immersive theatre format allows cinema lovers to live the movie, including motion seats and special effects such as wind, water, motion, smell and air shots, all perfectly synchronised with the action on the screen.”

He elucidated that Macro XE auditoriums boast screens that are three times the standard size. The cinema also boasts complete with Dolby Atmos surround sound that creates a powerful audio experience thanks to the high-tech combination of the latest generation of audio speakers located throughout each of the venue’s premium auditoriums.

Asserting that Cinépolis Cinemas will accommodate tastes of all movie genres, Shukla said, “Our programme is done on a weekly basis based on what the consumer wants to see. We bring movies that the consumer wants to see. Being able to cater to all tastes is a key area of focus for Cinépolis and we plan to build our cinema experience around family groups while also offering great service to individual guests.”

Cinépolis tickets can be booked through its website www.cinepolisgulf.com or app available on Android and iOS platform.

Conveniently located on the second floor of Oman Avenues Mall, going forward Cinépolis Cinemas aims to be the best entertainment choice for moviegoers by offering fun, innovative and memorable experiences.