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Shoppers of Westgate Super Regional Shopping Centre, which is owned by Pareto, were in awe and completely starstruck when they attended the Nu Metro launch with the cast members of the locally produced Five Fingers for Marseilles.

The managing executive of Nu Metro, Nitesh Matai, was pleased with the attendance and explained that about 30 million people are underserved when it comes to watching movies. "We have created content that they want to watch. Local production companies have upped their game when it comes to homegrown movies," Nitesh said.



The big news for the evening, however, was when Nitesh announced that they have partnered and sealed it with Mzansi Magic. "We believe that this partnership will ensure a positive response from the community," he said.

"Westgate has seen a shift in demographics, and to support this change Nu Metro will focus on screening local content and that of other African countries and African-American movies; through its partnership with Mzansi. We have also introduced a loyalty programme to make visiting the cinema even more affordable and accessible." He added that Nu Metro is focusing on expanding to other regions as well.