



For Immediate Release:

www.bookmyshow.com sells tickets worth over Rs. 6.21 Crores for Avatar and 9 Crores for 3 idiots

29th January 2010: www.bookmyshow.com, India's largest e ticketing website, today announced that "Avatar" and "3 idiots", the two blockbusters released in December 2009, have crossed sales amounting to Rs. 6.21 Crores and Rs. 9 Crores, respectively, via the website.

The success of 3-Idiots, a film which has extremely talented actors and was superbly marketed, came as no surprise. However, the transaction worth over Rs. 9 Crores on www.bookmyshow.com, was a staggering one. Avatar, by the ace director James Cameron, has been going strong at the Box Office for over a month now, so much that the e-ticket sales of the film on www.bookmyshow.com has crossed over Rs. 6.21 crores. These films not only proved that perseverance and perfection pays, but also created landmarks in the history of film making.

Ashish Hemrajani, Founder & CEO, www.bookmyshow.com says, "The high sales of Avatar and 3 Idiots movie tickets on our website has proved that people are increasingly shifting online, looking at it as a convenient way to book tickets, for movies, events, plays, sports or concerts. All they look for is excellent content and good word-of-mouth. With technological advancement and e - commerce being a raging trend in the market, our efforts have constantly been to work on a culmination of both technology and culture and help bring closer entertainment and the audience, providing an excellent consumer experience along the way."

About www.bookmyshow.com

www.bookmyshow.com is India's largest e ticketing website and holds a 90% market share in the online entertainment ticketing space, being the only destination for movie and non-movie options.

Today with offices in India and New Zealand, www.bookmyshow.com aims to present their clientele with endless options to purchase e tickets for their favourite concert, movie, plays, stand up acts,

sports and more. The transaction, secure and quick, can be via the internet, mobile application, on the WAP or the call center (39895050).

www.bookmyshow.com also has an interactive Facebook fan page where followers constantly discuss their experience on the ticket booking portal along with personal movie reviews and avail to offers.

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