BOOKMYSHOW AND BLUEFROG TEAM UP TO PROMOTE MUSIC ACROSS THE COUNTRY

India's largest entertainment ticketing portal Bookmyshow and the country's premiere music venues blueFROG Bombay and Delhi, have joined hands to promote music across India.

To begin with they will leverage their collective expertise in promoting gigs in blueFROG Bombay and Delhi; and going forward, the partnership will be geared towards promoting gigs pan India.

The coming together of these brands will be a huge boost towards spreading awareness about fantastic talent from India and all around the world and exposing Indian audiences to the same.

The idea is to make all genres of music and artists as accessible as possible to as wide an audience as possible.

Says Simran Mulchandani, CEO, blueFROG, "When Ashish and I discussed the possibility of a partnership between Bookmyshow and blueFROG, it was clear this was something that would have a profound impact on the indie music scene - creating new fan bases and new audiences. Combining blueFROG's curation abilities / music heritage with Bookmyshow's booking engine and targeted marketing capability, will result in really helping drive gigs to the right audiences and building a strong music loving community."

Says Ashish Hemrajani, Founder & CEO, BookMyShow, "At BookMyShow, we aim to WOW our customers with a wide choice of entertainment options in their city. As a music buff, I always look forward to an evening out at blueFROG. The ambience, the music, the people, all culminate to make a delightful experience. With this exclusive association, we want to deliver an experience to music lovers that is smooth, super fast and hassle free."

For more information go to http://in.bookmyshow.com/ and click on the blueFROG tab to check out the latest gigs and booking options.

About BookMyShow: **Bigtree Entertainment's Bookmyshow.com** is the largest entertainment ticketing portal in India with over 90% market share in the online entertainment ticketing space. Headquartered in Mumbai, Bookmyshow.com also has offices in New Zealand and Malaysia. BookMyShow has an enviable kitty of over 1000 screens spanning across 300 cinemas in over 100 cities. BookMyshow tickets for **over 500 events every year across India. In the area of Sports, 75%of India's largest sporting events** are managed by BookMyShow. Some of them include Formula 1, Indian Premier League, Indian Cricket League, Aircel Chennai Open, Yonex Badminton Championships, etc. With **over 33 million page views per month**, BookMyShow has an **active and loyal database of over 3 million** happy consumers. It has a fan following of over 1.2 million Facebook and Twitter users. BookMyShow is also available through downloadable applications for Blackberry, iPhone, Android and Windows phone. It has also been awarded in the category of **'The Hottest Company of the Year-2011-12**' and '**The Company to watch out for'** at the prestigious CNBC Young Turks Award. **BookMyShow is the one of the top three entertainment e-commerce websites in India.**