

## BookMyShow.com acquires Chennai based Ticketgreen.com

*~The acquisition will strengthen BookMyShow.com's footprint in South India~*

**Chennai, March, 2013:** **Bigtree Entertainment Private Limited**, the holding company of India's largest entertainment ticketing portal **BookMyShow.com**, today announced the acquisition of **Ticketgreen.com** (the flagship brand of *Ticketgreen Solutions Pvt Ltd*), a leading entertainment ticketing portal of South India. The acquisition includes transfer of all key assets to BookMyShow.com along with all the existing cinema partnerships under the Ticketgreen brand.

Ticketgreen.com is amongst the top online entertainment ticketing portals in South India. It offers a range of services like providing comprehensive information and ticket booking facilities on various entertainment options near you.

Ticketgreen.com enjoys a strong partnership with over 100 cinemas in South India and sells over 1 lakh tickets per month. With this acquisition, BookMyShow.com aims to strengthen its presence in the South Indian market. BookMyShow.com currently tickets for over 350 cinemas in more than 150 cities across India and manages more than 1000 events a year as exclusive ticketing partners.

**Speaking on the acquisition, Mr. Ashish Hemrajani, Founder & CEO of BookMyShow.com said,** "Acquiring Ticketgreen.com is a part of our expansion strategy to grow our footprint in the South Indian Market. This region being one of the most tech savvy markets in India, offers a huge potential for e-commerce. The acquisition has strengthened our market presence and provided the requisite local resources and talent pool to expand our presence further into Tier II & Tier III cities in South India."

Commenting on this development, **Mr. Vetri Selvan & Mr. Kumar Kannan, Directors at Ticketgreen** said, "Ticketgreen.com has experienced a phenomenal growth in the past few years and holds a significant position in the entertainment e-commerce industry in South-India. Bookmyshow.com is the largest and most successful entertainment ticketing portal in India. With this development, we hope to reach out to a larger online consumer base. The combined forces of our talent pool, local knowledge, BookMyShow.com's wide reach and brand equity will help gain greater heights."

BookMyShow.com will also work on renewing the technological focus of the company (Ticketgreen) to improve its brand positioning in the market. Future innovations and enhancements under the brand will be in line with BookMyShow.com.

As part of this acquisition, the current employee base of Ticketgreen will be folded into BookMyShow.com and will contribute towards strengthening BookMyShow.com's portfolio in South India.

It is noteworthy that recently BookMyShow.com raised funds worth Rs. 100 crores from Accel Partners, one of the leading global investors in Internet businesses.

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### **About BookMyShow.com:**

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, Malaysia, Australia and UK. BookMyShow.com has an enviable kitty of over 1500 screens spanning across 350 cinemas in more than 100 cities. BookMyShow.com tickets for over 1000 events every year across India. In the arena of Sports, 75% of India's largest sporting events are managed by BookMyShow.com. Some of them include Formula 1, Indian Premier League, Indian Cricket League, Aircel Chennai Open, Super Fight League, Yonex Badminton Championships, etc. With over 60 million average page views a month, BookMyShow.com has an active and loyal database of over 5 million happy consumers. It has a fan following of over 1.8 million Facebook and Twitter users with a Klout score of 79. BookMyShow.com has special downloadable mobile 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' in the prestigious CNBC Young Turks Award and the Yahoo! India Awards 2012-13 for the Best Use in Search Category. On an average, BookMyShow.com sells more than two million tickets per month. BookMyShow.com is one of the top three e-commerce websites in India w.r.t transaction volumes.

### **About Ticketgreen.com:**

Ticketgreen is one of the pioneers in online entertainment ticketing with significant presence in South India. Founded in 2007, Ticketgreen is a Chennai based company providing ticketing for movies, leisure, events, plays & concerts. It has its own proprietary software through which it provides fully integrated ticketing service to its partners. It has more than 150 screens across Tamil Nadu, Pondicherry, Karnataka, Kerala, Maharashtra, Gujarat & West Bengal.