



bookmyshow.com is the official ticketing partner for Mumbai Indians and Kings XI Punjab, Official Online Ticketing Partner for Delhi Daredevils
Exclusive ticketing partner for Mumbai Indians

Mumbai, March 2, 2010: bookmyshow.com, India's largest entertainment ticketing website, today announced that they are the **exclusive ticketing partner for the Mumbai Indians and Kings XI Punjab**. They are also the **official online ticketing partner for Delhi Daredevils**. Tickets for cricket matches involving these teams can be booked online on www.bookmyshow.com, and also through a mobile application, WAP and through a common number across 10 cities in India. The tickets for Mumbai Indians will also be available for sale through select Reliance Fresh outlets and other retail chains. Tickets for KXIP will be available through select Reebok outlets and popular local joints in and around Chandigarh.

Bookmyshow.com has introduced a number of innovative features to make cricket viewing a pleasurable and more comfortable experience for their customers. For the first time, sales of entire inventory (tickets) will be recorded real-time, which will help the franchisees to access sales information, at any given point of time. The CCI Stadium in Mumbai will have theater style individual seat numbers for all Mumbai Indians matches, being another first in the history of Indian Cricket. Professional ushers will ensure that all customers are guided to the allocated seats. Customers can view the entire layout of the stadium and choose tickets as per their preference when they book online only for Mumbai Indians matches. Block or bulk bookings are also available.

*According to **Ashish Hemrajani, Founder-CEO, Bigtree Entertainment**, "We wanted to create an experience for every cricket fan who wants to cheer the Mumbai Indians. We have introduced technology similar to what is being used for theaters, to the stadium. We have been the pioneers in making ticket bookings convenient and want to bring that aspect to cricket now. We are confident that our customers will enjoy the overall experience of cricket watching this season, which starts with a hassle-free ticket booking option."*

Customers can also opt for **Home Delivery** where tickets will be delivered to the customer's doorstep and the delivery status can be tracked online. Each ticket will be scanned and validated

at the entry gates. Thermal technology, with all the possible security features, has been introduced to print tickets for matches. As add-ons for the Bookmyshow.com users, various details will also be given on each team page, to provide extensive info about all that the user might want to know – Venue Address, Bus/Train routes to the venue and stadium facilities, such as Food Counters, Parking, etc.

For more information, log on to www.bookmyshow.com or contact our call center on 39895050

About Bookmyshow.com:

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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