



Over 30 % ticket sales for ‘Aircel Chennai Open 2012’

~ *BookMyShow.com is the exclusive ticketing partner of
2012 Aircel Chennai Open* ~

Mumbai, December 13, 2011: BookMyShow.com, the official ticketing partner of Aircel Chennai Open 2012 has sold over 30% of its ticket inventory within a span of a few days. The bookings that began on November 28, 2011 have received an overwhelming response from the audience. Slated to be held between January 2-8, 2012, tickets for the eagerly awaited Aircel Chennai Open are available exclusively on bookmyshow.com.

Announcing the sales figure, Mr. Ashish Hemrajani, Founder and CEO, Bigtree Entertainment Pvt. Ltd; said, *“It is very encouraging to see the tremendous response to the event. It is indeed very encouraging to see other sports apart from cricket receive as much attention from sports enthusiasts. BookMyShow.com is the pioneer in ticketing solutions and we are confident that our association with South Asia’s premier ATP World Tour tennis event will further strengthen our portfolio in the area of sports.”*

The 17th edition of the tournament will see in action an impressive line-up of stars, both Indian and International. The 21 players include the world top 10 Serbian Janko Tipsarevic, and Spanish Nicolas Pietrangeli. The other top players in the fray include Stanislas Wawrinka from Switzerland, Marin Cilic of Croatia and Xavier Malisse of Belgium and Milos Raonic of Canada. Somdev Devvarman, country’s top-ranked singles player and finalist at the 2009 edition, will lead the Indian challenge in the singles draw of the tournament.

The tickets are available at INR 1500, INR 3000 and INR 5000 on bookmyshow.com. Fans can logon to <http://in.bookmyshow.com/sport/aircel-chennai-open-live/> to book their tickets.

About Bookmyshow.com

Bigtree Entertainment's Bookmyshow.com is the gateway to the fastest and most secure hassle free booking experience. With 90% market share in e-ticketing, Bookmyshow.com is the market leader in providing ticketing solution for entertainment universe encompassing movies and non-movies options like concerts, plays, stand up acts, live performances and major sporting events. The first of its kind and the most successful online entertainment ticketing solution provider in India, Bookmyshow.com also has offices in New Zealand and Malaysia. It aims to present their clientele most secured, end to end ticketing solution. The cutting edge technology makes the transaction more user friendly and can be quickly executed via web, mobile applications, WAP or the call center (39895050), giving them multi-platform option and a hassle free booking experience.

Bookmyshow.com also has social media presence on Facebook and Twitter and regularly interacts with customers to announce latest activities, giving away freebies, free screenings, etc. It has also launched “Ticket Buddy”, the Prebook Application on Facebook allowing users to book tickets for highly awaited films, much before they open in cinemas.