



**Bookmyshow.com witnesses record breaking weekend sales for
'Zindagi Na Milegi Dobara' and
'Harry Potter and the Deathly Hallows Part 2'**

July 2011, Mumbai: The weekend of 17th July for '*Zindagi na Milegi Dobara*' did an astounding business of over Rupees Four Crores through the website and '*Harry Potter and the Deathly Hallows Part 2*' did a record business of over **Rupees Three Crores**.

Elated Ashish Hemrajani, the Founder and CEO of Bookmyshow.com adds '*We have witnessed yet another stupendous weekend sales. The last time we saw such success was when Avatar released along with 3 idiots which broke all records. In Mumbai, itself 'Zindagi Na Milegi Dobara' saw an opening of over Rupees One Crore and 'Harry Potter and the Deathly Hallows Part 2' also opened to packed houses doing a business of over Rupees Fifty Lakhs. We attribute this to the films being urban movies that target the youth who are primarily users of the internet, mobile and online payments, which is really where our strengths are. Here we also witnessed great sales record for Delhi Belly which still continues to create buzz over Rupees Four Crores*'.

With such a glorious beginning and online bookings for the two movies still pouring in Bookmyshow.com hopes to create yet another milestone for itself.

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.

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