



BookMyShow on-boards the iconic G7 Multiplex & Maratha Mandir in Mumbai

Mumbai, January 25, 2016: BookMyShow, India's largest online entertainment ticketing platform has partnered with Mumbai's two most iconic theatres - G7 multiplex and Maratha Mandir. The country's prevalent movie ticketing portal has commenced bookings for these popular cinemas across its platforms - mobile app, website & mobile website. Along with being few of the oldest cinema establishments in the city, these cinemas were also pillar to success for various Bollywood blockbusters of the recent past.

Sharing his vision and thoughts with regards to the recent developments, Mr. Ashish Saxena, COO, Cinemas at BookMyShow, said, "Being associated with the city's most iconic cinema halls like G7 Multiplex and Maratha Mandir is a very prestigious development for us. We have always focussed on consumer demands and firmly believe - we'll go where our customers want us to go". Saxena further added, "These cinemas have been a very popular destination over the years and attract the masses across the city. By partnering with BookMyShow, access to these movie theatres will now be friction free".

Mr Manoj Desai, Executive Director, G7 Multiplex & Maratha Mandir commented, "We are very happy and excited on our association with BookMyShow and we wish them all the best."

G7, Mumbai's oldest multi-screen theatre located in Bandra West has seven cinema halls called Gaiety, Galaxy, Gemini, Gossip, Gem, Grace and Glamour. It is considered to be the ultimate yardstick to calculate a movie's mass popularity and core box-office success. Known for its delicious *samosas*, the movie theatre continues to be the preferred destination where the films' cast and crew visit to gauge audience reactions on release day.

Maratha Mandir, with a 1000+ seater capacity, first opened its doors almost 60 years back and also has created a record after screening the legendary movie *Dilwale Dulhania Le Jayenge* for over 1000+ weeks since its release in 1995.

With a large number of city dwellers emotionally connected to G7 multiplexes and Maratha Mandir, BookMyShow's association with the same will be a perfect blend of technology, convenience and entertainment for the masses.

About BookMyShow

BookMyShow was founded in 2007 by three long-time friends - Ashish Hemrajani, Parikshit Dar & Rajesh Balpande. Now present in over 400 cities and towns across India, BookMyShow is the country's largest online entertainment ticketing portal that allows users to book tickets for movies, plays, sports and events - anytime anywhere.

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