



Ed Sheeran's Mumbai concert tickets sold out on BookMyShow in just 48 minutes!

Mumbai, July 12, 2017: BookMyShow today announced that tickets for one of the most anticipated shows of 2017- *Ed Sheeran Live in Mumbai* were sold out on its platforms in a matter of just 48 minutes. Diamond was the first category to be sold out followed by Gold and Silver. The concert is part of the Asian leg of Ed Sheeran's world tour to support his third studio album ÷ (divide) and he is expected to perform most popular tracks from this album.

Kunal Khambati, Head- Live Events and IP, BookMyShow said, "We are elated and overwhelmed by the response received towards the online ticket sales for Ed Sheeran *Live in Mumbai* concert. Just as we had anticipated, we witnessed enormous demand and traffic on our platforms from thousands of Ed Sheeran fans, not just residing in India but outside as well. Our virtual queue management system efficiently managed the requests, allowing thousands of lucky BookMyShow users to get their tickets, on a first come first served basis, to one of the most highly anticipated events this year."

Resale of ticket(s) at any price whether at the initial purchase price, below the initial purchase price or in excess of the initial purchase price is strictly prohibited. Entry will be refused if ticket is purchased from an unauthorized ticket seller or ticket scalper.

The Mumbai concert, brought to India by AEG Presents and PR Worldwide in collaboration with BookMyShow, will be held at Jio Garden, BKC Mumbai on November 19, 2017.

Jio is the 'Presenting' sponsor for the upcoming concert and will integrate JioMoney with the event to provide a seamless on-ground digital payment experience for fans.

About BookMyShow

BookMyShow, (Bigtree Entertainment Pvt. Ltd.), is India's largest online entertainment ticketing platform that allows users to book tickets for movies, plays, sports and live events through its website, mobile app and mobile site. Founded in Mumbai (India) in 1999 and launched in 2007, BookMyShow is now present in over 650 towns and cities across India, currently meeting the entertainment demands of millions of customers. For more information, please visit www.bookmyshow.com.

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