

BookMyShow backs Pune based Townscript; enters into D-I-Y online event ticketing

Mumbai, February 14, 2017: BookMyShow today announced that it has made an undisclosed strategic investment in Pune based DIY (Do-it-Yourself) event registration and ticketing platform Townscript. Run and operated by Dyulok Technologies, Townscript was founded in early 2014 by Sachin Sharma and Sanchit Malik to cater to registration and ticketing needs of small and medium scale events such as workshops, conferences & exhibitions, endurance events like marathons, cycling and obstacle races, adventure events like treks and trips and college festivals. The platform's unique customer centric approach allows any organizer to set up and manage an event's registration and ticketing within minutes. With this investment, BookMyShow now has a majority stake in Townscript and plans to help them take lead in this category while empowering small and medium event organizers over a marketplace model.

Townscript spotted the opportunity and potential in the DIY ticketing segment early on and since then has grown to become among the fastest growing DIY event ticketing platforms in the country. The platform has already provided its services to over 12,000 events across the country, including in smaller cities such as Ludhiana and Jaipur. Townscript is free to set up and charges no additional maintenance cost. While it is absolutely free for free events, for others it follows an extremely simplified transaction based revenue model-it charges 3.99% + INR 10 per transaction, inclusive of the payment gateway fee. Townscript has launched two event apps, one dedicated to enthusiasts looking to book exciting events around them, and second for event organisers, in order to help them manage registrations on the go.

Sachin Sharma, Co-Founder, Townscript added, "We are excited to welcome BookMyShow on board as our partner. We see this investment as the launch pad for a new round of innovation and fast tracked progress. The investment will be primarily utilised towards building and improving the product offering to technology solutions that address all pain points of registration based events right from school annual days, expos and conventions, to free to host charity, spirituality and fashion events. BookMyShow's deep understanding of this space will be critical as we hit scale not just in terms of geographical penetration but also with regards to our product offering expansion."

Sanchit Malik, Co-Founder, Townscript said, "We are absolutely thrilled BookMyShow has shown faith in Townscript's fast growing business and our ability our ability to deliver steady and robust results. As category leaders, BookMyShow has a wealth of experience in events ticketing and are completely passionate about the potential of DIY in this space. We hope that together we will be able to make Townscript as indispensable to the small and medium scale events segment as BookMyShow is to large scale events."

Ashish Hemrajani, CEO and Co-Founder, BookMyShow said, "We discovered the perfect synergy match with Townscript and are excited to be partnering with them in their journey towards excelling in this segment. Both Sachin and Sanchit have shown great drive and have charted an aggressive growth path for the company. We are eager to share our learnings as well as market and product expertise in this space, to help Townscript continue to scale."

How Townscript works- Townscript enables event organizers to set up a dedicated registration and ticketing page within minutes using its website or app. Through Townscript, organizers on their own can perform a variety of tasks. These include ability to build and customize event details as per their needs, seamlessly offer promotional discounts, directly communicate with the attendees, collect payments, transfer or refund tickets and most importantly track the event progress using real time analysis provided by Townscript.

The platform also aids discovery of events by users through SEO optimized listings, targeted email campaigns and event categorization basis genre and location.

About Townscript:

Pune based Townscript is a simple, hassle free Do-It-Yourself event Registration and ticketing platform especially designed for small and medium scale events. Founded in early 2014 by Sachin Sharma and Sanchit Malik, Townscript is one of the fastest growing companies in this segment and is being used widely by organizers particularly in verticals such as workshops, conferences & exhibitions, endurance events like marathons, cycling and obstacle races, adventure events like treks and trips and college festivals. For more information, please visit: www.townscript.com

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 400 towns and cities across India, currently meeting the entertainment demands of millions of users. For more information, please visit www.bookmyshow.com.

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