



BookMyShow to start ticket sales for Global Citizen Festival India 2016 TOMORROW at 12 noon

- *To be headlined by Coldplay, Jay Z, Aamir Khan, Ranveer Singh, Katrina Kaif, Farhan Akhtar, Shraddha Kapoor, AR Rahman, Kareena Kapoor Khan, Arjun Kapoor, Arijit Singh, Shankar-Ehsaan-Loy, Monali Thakur*
- *Limited early bird tickets priced at INR 5000 per ticket only*

Mumbai, September 14, 2016: BookMyShow, India's largest online entertainment ticketing brand, will begin the first phase of ticket sales for the most anticipated Global Citizen Festival India 2016 tomorrow, i.e. Thursday, September 15th at 12 noon across all its platforms. Making its maiden appearance in India, the festival is a collaboration between The Global Education & Leadership Foundation and Global Citizen, and will be held at the MMRDA grounds, Mumbai on 19th November 2016. The event produced by Wizcraft International will feature performances by the popular British band Coldplay, hip hop legend Jay-Z, and actors Aamir Khan, Ranveer Singh, Katrina Kaif, Farhan Akhtar, Kareena Kapoor Khan, Arjun Kapoor, *Shraddha Kapoor*, music maestros such as A.R. Rahman, Arijit Singh, Shankar-Ehsaan-Loy, Monali Thakur.

The inaugural festival is being presented by Colors Viacom18, powered by UPL and supported by a strategic partnership with the Viacom18 group and the Times of India group.

While a majority of tickets to the event can be earned by fans for free by engaging with causes and completing 'Action Journeys', BookMyShow, the exclusive partner for the event, will sell tickets across four phases through its website and app. The early bird tickets (first phase) will be priced at INR 5000 per ticket only. The second phase ticket sale will go live immediately after the first phase gets sold out. Ticket sales for the subsequent phases will go live a few days after that.

There are also limited, hospitality tickets which will be sold through BookMyShow. These are special tickets which will offer varied benefits including Food & Beverage options and the early bird prices for these will start at INR 15,000 per ticket.

BookMyShow will implement virtual *queue management* during online ticket sales to manage and organize traffic on its platforms. It has also set up a separate extension for users reaching out to the BookMyShow contact centre for any event related queries i.e. 022-61445050. To make the overall experience more amazing, BookMyShow will be giving smart RFID bands which can be used by attendees to enter via automated gates using turnstiles at the arena and even purchase their refreshments during the event.

BookMyShow will also be providing end to end ticketing solutions for the event, including ticket printing for all event tickets. Most tickets will be home delivered, starting end of October. Moreover, on-ground management of the event including gate entry management will be handled by BookMyShow.

Ashish Hemrajani, CEO and Co-founder, BookMyShow said, “It is our great honour and privilege to be associated with The Global Citizen Festival as it comes to India for the first time. From the moment we heard about the charter behind the event, we knew BookMyShow would be a perfect fit. With all the work we do with BookASmile in supporting alternate education, Sports and Entertainment for the underprivileged – we knew this was meant for us.”

The partners for The Global Citizen Festival India 2016 include Government of Maharashtra, United Nations, Viacom18, The Times of India Group, UPL, Google, Wizcraft International Entertainment, BookMyShow, Taj Group of Hotels, and MakeMyTrip.

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

About The Global Education and Leadership Foundation

The Global Education and Leadership Foundation (tGELF) is focused on cultivating ethical, altruistic leadership to improve the state of the planet through collective action. Its programme currently reaches over 2.5 million students in 14 countries and it has trained close to 100,000 teachers.

About Global Citizen

Global Citizen is a social action platform for a millennial generation that wants to solve the world’s biggest challenges. On the platform Global Citizens can learn about issues, take action on what matters most and join a community committed to social change. We believe we can end extreme poverty by 2030, because of the collective actions of global citizens across the world. Over the last five years, Global Citizens around the world have taken over six million actions to solve the world’s biggest challenges. To date, the actions by our global community have resulted in 120 commitments and policy announcements from leaders, including financial aid valued at over \$25 billion that will directly impact the lives of 656 million people.

About Wizcraft International Entertainment Pvt. Ltd.

Wizcraft International Entertainment, India’s leading media and Entertainment Company is dedicated to showcasing its expertise on the world stage. Having conceptualized some of the grandest events globally including the 50 Years of Indian Independence, the 30 Years of Mauritian Independence, the 10 years of the South African Freedom Struggle, the Commonwealth Games Opening and Closing ceremonies in Delhi as well as the Handover ceremony of the Commonwealth Games in Melbourne, & the prestigious International Indian Film Academy (IIFA) Awards & Weekend for 17 years in over 12 countries, Wizcraft has contributed towards brand building for India across the world.

Wizcraft has pioneered and developed India’s biggest entertainment brand IIFA which has taken Indian Cinema and culture to the world. Wizcraft’s growth story reflects the evolution of the Indian event management & entertainment industry itself. Driven by its vision “Believe in the power of your dreams” the company is committed to quality and innovation, while setting its sights on greater peaks of achievement.

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