



## **BookMyShow contributes to over 45% of Pink's opening weekend collection**

**Currently rated 4.6/5 by BookMyShow users**

**Mumbai, September 19, 2016:** BookMyShow, India's largest online entertainment ticketing brand, contributed over 45% to the opening weekend collection of 'Pink'. The movie starring Amitabh Bachchan and Taapsee Pannu was released on Friday, September 16, 2016 and has received rave reviews resulting in steady increase in the box office collections. Thousands of BookMyShow users have rated the film in the last 72 hours, leading to an average rating of 4.6/5, making Pink one of the most appreciated movies this year.

**Mr. Ashish Saksena, COO-Cinemas, BookMyShow** said, "Over the years, BookMyShow has consolidated its position as the preferred movie ticketing platform in the country and we are thrilled to contribute such high numbers to the box office success of Pink. Strong and positive word of mouth has enabled Pink to make a strong connect especially with the urban audiences in the metros and we foresee the movie to continue do well this week."

### **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](http://www.bookmyshow.com).

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