



BookMyShow acquires Hyderabad based MastiTickets

The move will further consolidate BookMyShow's presence in Andhra Pradesh and Telangana

Mumbai, January 24, 2017: BookMyShow today announced that it has acquired Hyderabad based online ticketing platform MastiTickets for an undisclosed amount. The acquisition includes transfer of all its key assets along with existing cinema partnerships to BookMyShow.

MastiTickets was founded in late 2014 by Ravi Narla. The platform soon grew to establish an extremely strong presence in Andhra Pradesh and Telangana and currently works with over 120 cinemas. The acquisition will help BookMyShow further consolidate its position and strengthen its footprint.

Ashish Hemrajani, CEO and Co-Founder, BookMyShow said, "We have charted an aggressive growth plan to increase BookMyShow's reach and presence and the acquisition of MastiTickets fit perfectly into its expansion strategy. Hyderabad particularly has been a high performing market for us and now with combined forces with MastiTickets, we are excited to offer a superior user experience. Andhra Pradesh and Telangana region has an interesting entertainment consumption mix. It represents diverse entertainment preferences in terms of both genres and languages, thus offering us huge growth potential."

Ravi Narla, CEO and Founder, MastiTickets said, "MastiTickets' acquisition by BookMyShow was truly the next logical step for us and we are excited about its prospects. This definitely brings substantial value addition to our user base and cinema partners in the region who will now be able to immensely benefit from BookMyShow's ultimate product and service capabilities. It is widely known that BookMyShow has an exceptional track record of being disciplined with their business model and customer service; which not only made us more confident about this acquisition but also about the fact that there could not have been a better acquirer for MastiTickets than BookMyShow."

BookMyShow had acquired Chennai based online ticketing player TicketGreen in 2013. The company then acquired a majority stake in Bengaluru-based social media analytics start-up Eventifier in 2015 and Chennai based fan relationship management (FRM) solutions provider, Fantain Sports Pvt. Ltd. in 2016.

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 customers. For more information, please visit www.bookmyshow.com.

About MastiTickets:

MastiTickets is an online entertainment ticketing platform that allows users to book tickets for movies through its website, mobile app and mobile site. Founded and launched in Hyderabad (India)



in late 2014, MastiTickets is predominantly present in Andhra Pradesh and Telengana and currently works with over 120 cinemas in the region.

Media Contacts

Arushi Maheshwari: +91 8802999023 | arushi.maheshwari@bookmyshow.com

Kapil Daryani: +91 9987210099 | kapil@communicateindia.com

Natasha D'souza: +91 9867388748 | natasha.d@communicateindia.com

Purvi Rambhiya: +91 9769765784 | purvi@communicateindia.com