

Press Release

## **Dangal gets 1/3<sup>rd</sup> of its India collection through BookMyShow**

**Mumbai, December 24, 2016:** BookMyShow was movie goers' absolute favourite while booking tickets online for the highly anticipated Aamir Khan starrer Dangal. BookMyShow alone contributed 1/3<sup>rd</sup> to Dangal's total Day 1 India box office collection. Dangal, which made close to INR 30 cr in India (across all languages) has received rave reviews and BookMyShow continues to witness unprecedented bookings for the film. At the end of Day 1, BookMyShow contributed as high as 33% to the film's overall India business and expects the movie to continue to do extremely well over the weekend.

Dangal has already received the highest ever advance opening on BookMyShow. The movie witnessed approximately 40% more advance bookings on the platform for the opening week as compared to other blockbusters that entertained movie buffs in 2016. BookMyShow also hit its fastest 1 million ticket milestone for an individual movie with Dangal.

India's largest online entertainment ticketing platform is also running its popular Blockbuster Week until December 25<sup>th</sup> as part of which it has lined up a host of offers with its valued partners FreeCharge, Chevrolet and [Yatra.com](http://Yatra.com). Anyone who transacts for a minimum of two movie tickets (in one transaction) between 17th and 25th December, can use the offer code GET150 and get Rs.150 off or 50% off on the transaction value, whichever is lower.

Among other benefits:

- All users who use the code GET150 also get an assured flat discount of Rs.600 off on domestic flight tickets booked on [Yatra.com](http://Yatra.com)
- Users who pay for the balance amount using their FreeCharge wallet, get an additional cashback upto Rs.100, into their FreeCharge wallet
- All BookMyShow users, who transact using the offer code stand a chance to win a brand new Chevrolet Beat, and all expenses paid holidays to Dubai trip from [Yatra.com](http://Yatra.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 customers. For more information, please visit [www.bookmyshow.com](http://www.bookmyshow.com).

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