



BookMyShow now live with its *Blockbuster Week*

Adds to the Diwali festivities; offers flat discounts, assured gifts, bumper prizes and cashbacks on movie ticket bookings between October 22-27, 2016

Mumbai, October 25, 2016: BookMyShow, India's largest online entertainment ticketing brand, has lined up crackling offers this Diwali for all movie enthusiasts with its inviting Blockbuster Week. Any BookMyShow user, booking a minimum of two movie tickets in a transaction between October 22-27, can avail flat discounts by using the offer promo code DIWALI. New users will automatically get a flat Rs. 150 off, while existing users will get FLAT Rs. 125 off – or receive 50% off on the transaction value, whichever is lower. The offer can be availed multiple times during the offer period.

To add to the festivities, BookMyShow is giving away assured prizes with every transaction, which will be sent to the users immediately along with their movie ticket confirmations:

- Flat 70%* off on domestic hotels on MakeMyTrip (*upto Rs. 2300)
- Flat Rs. 100 off on Ola rides for next two rides

At the end of the offer period, all users who have transacted during the offer period will enter a lucky draw that will determine the winners for bumper prizes:

- An all new Renault KWID
- A 4 nights/5 days all expenses paid trip for two to Singapore from MakeMyTrip

Marzdi Kalianiwala, Vice President - Business Intelligence and Marketing, BookMyShow, said, "We are very excited to bring BookMyShow Blockbuster Week to our users. Diwali is synonymous with family, festivities and of course blockbuster film releases. Going to watch a movie is an ideal way to spend more time with one's family and this Diwali, there is no better way to book movie tickets and avail the never before offers on BookMyShow."

"We are grateful to our partners Renault, MakeMyTrip and Ola for coming on board for this Blockbuster Week. We can already see that our users are absolutely loving it and we wish them all a very happy Diwali", added Marzdi.

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.



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