Press Release

BookMyShow sets new records, sells 1 million tickets a day!

- *Contributes over 1/3rd to Dangal's opening weekend collection in India*
- *Extends its Blockbuster Week offer till 1st January 2017*

Mumbai, December 27, 2016: BookMyShow has created history by alone selling over 3 million movie tickets for the Christmas weekend from Friday to Sunday, which also was the opening weekend of mega blockbuster Dangal. This massive achievement indeed makes BookMyShow the most loved online entertainment ticketing brand in the country.

For shows on Saturday & Sunday, BookMyShow sold over 1 Million tickets a day, thereby contributing to over 35% of Dangal's overall opening weekend collection in India. As a way to celebrate this, BookMyShow has also extended its Blockbuster Week offer till 1st January 2017, wherein users will be able to avail massive discounts on movie ticket bookings while also standing a chance to win fabulous gifts and assured prizes.

Ashish Saksena, COO-Cinemas, BookMyShow said, "The year 2016 has ended on an extremely high note for BookMyShow. We have set new records in online movie ticketing and are determined to replicate this success in 2017 which already has some promising content lined up. Selling 1 million tickets a day is a milestone for BookMyShow. We have been able to effortlessly achieve this enormous scale because of our deep and incisive understanding of the user, by building a brand that is centred around their needs and requirements, and by offering an experience that is unmatched.

"We are movie buffs who are hungry to experiment, introduce new ways to delight our users and are absolutely sure that in 2017, BookMyShow will continue to transform online entertainment ticketing", added Saksena.

BookMyShow, since its launch in 2007, is the preferred partner for online ticket sales for exhibitors, distributors and production houses alike. It currently has over 4000 screens on its platforms, and is present in over 400 cities and towns.

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.

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