



BookMyShow.com - The official ticketing partner for 6 IPL teams this year!

~BookMyShow.com to sell more than 15 lakh tickets for partner teams~

Mumbai, 22 March 2013: BookMyShow.com, the largest entertainment ticketing portal in India announced its association with the **SunRisers Hyderabad** team for IPL 2013, making it the official ticketing partner for **6 out of 9 IPL teams** this season. With this development, BookMyShow.com will be managing **60% of the ticketing inventory for IPL 2013**, making it the largest ticketing provider this IPL season. BookMyShow.com has been associated with IPL teams for four consecutive years and will be the official ticketing partner for **Mumbai Indians, Kings XI Punjab, Rajasthan Royals, Pune Warriors, Delhi Daredevils** and **Sunrisers Hyderabad** this season.

Commenting on this development, Mr. Ashish Hemrajani, Founder and CEO of BookMyShow.com said, "We are happy to be long standing partners for these IPL teams, witnessing a year on year increment of around 18 – 25 % in revenues for our organizers each season. Online sales have become an essential element for every IPL team with 85% of IPL sales in high internet penetration markets derived from online sales. Even low internet penetration markets have emerged with 75% of tickets sold online last season, showcasing a 35% growth in online sales since its inception. Being market leaders' in this space, we understand the sensitivity of each market and implement different and effective marketing strategies in accordance to the same. We are associated with 6 IPL teams this season, managing more than 15 lakh tickets for the IPL 2013 teams and we hope to partner with two more teams in IPL 2014."

In order to extend its reach among customers, BookMyShow.com has tied up with leading brands including **Café Coffee Day, BMW, Mercedes Benz** and more. Apart from being the official ticketing partner, BookMyShow.com will also manage the on-ground operations for all 6 teams which would encompass strategy and planning, ticket printing with security features, ground sales, home delivery, inventory management, stock distribution, cash collection, corporate and package sales, online marketing, gate entry validation plus management and reconciliation (post event). BookMyShow.com has also been awarded with accreditation management for four IPL teams – Rajasthan Royals, Kings XI Punjab, Pune Warriors India and Royal Challengers Bangalore.

Apart from booking tickets online, customers can also view details such as seating arrangement, venue, offers, players' information, ticketing outlets and delivery tracking of tickets. One can also purchase the official teams' merchandise on the website. BookMyShow.com also has an efficient customer support that can be reached online, on the phone or through its retail outlets for addressing any ticketing issues.

Tickets for Delhi Daredevil, Kings XI Punjab, Mumbai Indians, Rajasthan Royals, and Sunrisers Hyderabad are currently live on BookMyShow.com. Tickets for Pune Warriors India will be live from 25th March.

Fans of this mega sport can log on to <http://in.bookmyshow.com/cricket/> to book their tickets.

About BookMyShow.com: Bigtree Entertainment's BookMyShow.com is the largest entertainment ticketing portal in India with over 90% market share in the online entertainment ticketing space. Headquartered in Mumbai, BookMyShow.com also has offices in New Zealand, Malaysia, Australia and UK. BookMyShow.com has an enviable kitty of over 1500 screens spanning across 350 cinemas in more than 100 cities. BookMyShow.com tickets for over 1000 events every year across India. In the arena of Sports, 75% of India's largest sporting events are managed by BookMyShow.com. Some of them include Formula 1, Indian Premier League, Indian Cricket League, Aircel Chennai Open, Super Fight League, Yonex Badminton Championships, etc. With over 60 million average page views a month, BookMyShow.com has an active and loyal database of over 5 million happy consumers. It has a fan following of over 1.8 million Facebook and Twitter users with a Klout score of 79. BookMyShow.com has special downloadable mobile applications for Blackberry, iPhone, Android and Windows phone. It has also been awarded in the category of 'The Hottest Company of the Year-2011-12' and 'The Company To Watch Out For' in the prestigious CNBC Young Turks Award and the Yahoo! India Awards 2012-13 for the Best Use in Search Category. On an average, BookMyShow.com sells more than two million tickets per month. BookMyShow.com is one of the top three e-commerce websites in India w.r.t transaction volumes.