



## The star cast of 'Ladies vs Ricky Bahl' gets candid with BookMyShow.com team

~ *BookMyShow.com associates as the online ticketing partner for Ladies vs Ricky Bahl* ~

**Mumbai, 22<sup>nd</sup> Nov, 11:** During the recent music launch of the YRF next release 'Ladies vs Ricky Bahl', the leading stars Anushka Sharma and Ranveer Singh were seen getting candid with the team of Bookmyshow.com. **BookMyShow.com**, the largest entertainment ticketing website in India has partnered with **Ladies vs Ricky Bahl** for its online ticket sales & online promotions.

Star cast duo apparently turned out to be great fans of BookMyShow.com .

When asked about Ricky Bahl's character in the movie, Ranveer said; "Ricky Bahl is a man who loves to con women, fool them and run away with their money."

The BookMyShow.com team asked Anushka Sharma, about her best co-star between Shahrukh, Shahid and Ranveer, Anushka replied with a big grin, "Shahrukh... Of course!". When asked to share her experience about the song 'Jazba' which was shot on railway platforms & streets of Mumbai, Anushka Sharma said, "I found the shoot to be fun & exciting because it spelt freedom and showcased the real essence of Mumbai as a city."

Speaking on the association and the online marketing initiative, **Ashish Hemrajani, Founder-CEO of BookMyShow.com** said, "**BookMyShow.com partners with movies across genres. From comedy to romance to Sci-Fi to horror, the best in cinema is available on BookMyShow. This time we are offering Ladies vs Ricky Bahl to our viewers. Our partnership is not only limited to providing ticketing but we will also take care of online movie promotions. Apart from a robust online support, we are also focusing on in-store branding. We ensure to send out regular mailers to our customers keeping them posted to all the details of their favourite movies.**"

*Ashish further added, "Anushka and Ranveer are very promising actors. Their last movie Band Baaja Baaraat was a blockbuster on BookMyShow.com. We are even expecting Ladies vs Ricky Bahl to be huge hit".*

Ladies vs Ricky Bahl revolves around the story of a con-man **Ricky Bahl**, who fools ladies and run away with their money. And then enters **Ishika Desai**, a young and ambitious girl. Who will win and who will lose?

**To book your tickets log on to [www.bookmyshow.com](http://www.bookmyshow.com)**

**Plan opens – December 7<sup>th</sup>, 2011**

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Check out all "Ladies vs Ricky Bahl" videos on: [www.youtube.com/yrf](http://www.youtube.com/yrf)