



Book tickets for the upcoming 2nd India v/s Australia Test match exclusively on BookMyShow.com

Mumbai, September 27, 2010: Tickets for the second Test match in Australia's Tour of India 2010, scheduled at the M. Chinnaswamy Stadium, Bengaluru are now available on India's largest entertainment ticketing portal Bookmyshow.com. The five day test match will be played from October 9 – 13, 2010. Bookmyshow.com, the official ticketing partner, will be managing the online booking for select stands, along with online booking and turnkey for others, including the hospitality stands. Prices start at Rs. 250 and can be booked online on Bookmyshow.com, and via a common number across 10 cities in India - 39895050.

The tickets are available for sale on <http://in.bookmyshow.com/cricket/indaus/>, with an option for Season Pass too – for all the five days. If statistics are anything to go by, this series is going to be a nail biter. Since August 2003, Australia has played against India 16 times, of which 6 matches were drawn and 5 matches were won by each team. In this light, this second test match of the tour will be the decider and will also set the tone for the one day internationals that will follow.

Ashish Hemrajani, Founder-CEO of Bigtree Entertainment says, "Cricket experts have predicted that the upcoming series against Australia will be a fight to the finish. Loyalists can bag the best seats first through Bookmyshow.com and support Dhoni and his men in the clash of the Titans. We are doing our bit to ensure that fans enjoy the spectacle of cricket, which starts with a hassle-free ticket booking option."

Instead of standing in long queues, cricket buffs can simply log onto Bookmyshow.com and book a seat to watch history unfold from October 9 through October 13, 2010 as Team India take on the Australians in Bengaluru.

Bookmyshow.com is the leading entertainment ticketing portal in the country, with a 90% market share. It is also one of the top five transacted websites in the country, with sales of over 650,000 tickets, and customer spends of over Rs.100 million, on an average every month. Bookmyshow.com has ticketed for over 750 screens across 86 cities and has partnerships with

all major Indian production houses and studios with real time ticketing for most major cinema chains.

For more information, log on to www.bookmyshow.com or contact the call center on 39895050

About Bookmyshow.com:

Bigtree Entertainment has been invested by the Network 18 group. Bigtree Entertainment's Bookmyshow.com is India's largest e ticketing website and holds a 90% market share in the online entertainment ticketing space, being the only destination for movie and non-movie options like concerts, plays, events and sports. Today with offices in India, New Zealand and Malaysia, www.bookmyshow.com aims to present their clientele with endless options to purchase [concert tickets](#), [movie tickets](#), [tickets for plays](#), stand up acts, sports and more. The transaction, secure and quick, can be via the web, mobile application, on the WAP or the call center (39895050). www.bookmyshow.com also has social media presence and regularly interact with their customers on both Facebook and Twitter, announcing latest releases, giving away freebies, free screenings, etc. on Twitter and Facebook. Bookmyshow recently also launched its Prebook Application on Bookmyshow and on Facebook - 'Ticket Buddy' - which lets users book tickets for the highly awaited films, even before their plans open in cinemas.

About Network 18:

Network18 [BSE: 532798,NSE: Network18] is one of India's leading full play media conglomerates with interests in television, print, internet, filmed entertainment, mobile content and allied businesses. Through its holding in Television Eighteen India Ltd (TV18) [BSE: 532299, NSE: TV-18], Network18 operates India's leading business news television channels, CNBC-TV18 and CNBC Awaaz. It also runs one of India's largest Internet players - Web18, as well as one of India's leading real time financial information and news terminals - Newswire18. TV18 has recently expanded into print with Infomedia18, a newly formed entity following the acquisition of Infomedia, India's leading player in the special interest publishing and printing operations space.TV18 has also announced collaboration with Forbes media for the launch of a business magazine in India. Through its holding in ibn18 Broadcast Ltd (ibn18) [BSE: 532800,NSE: ibn18], Network18 operates in the general news and entertainment space with leading general news channels CNN-IBN and IBN7 and has launched IBN Lokmat, a Marathi news channel in partnership with the Lokmat group. ibn18 also operates a joint venture with Viacom, called Viacom18 which houses the MTV, VH1 and Nickelodeon channels in India - as also Studio18, the Group's filmed entertainment operation and has launched 'Colors', a Hindi general entertainment channel. Additionally, Network18 holds the Group's online & on-air home shopping venture, Homeshop18 and its full spectrum events management venture, E18.

For further information, please contact:

Oliver D'souza / Anil Dias

Foresight Communications

oliver@foresightindia.in / anil@foresightindia.in

+91 9892847782 / 9664320289