



BookMyShow now launches the Prebook Application for Facebook, Revamps Prebook on the website

~ The entertainment ticketing giant turns 3 with a BANG ~

Mumbai, August 9, 2010: Bookmyshow.com, India's largest entertainment ticketing portal, completed 3 remarkable years on 6th August. As part of the celebration, the portal has launched, for the first time in India, a **Prebook Application for Facebook** and revamped **Prebook on Bookmyshow.com**, which will be available to its customers across 86 cities in the country. Prebook allows customers to book movie tickets much before the plans open in cinemas. Prebooking on Bookmyshow is live on <http://in.bookmyshow.com/prebook/> and Ticket Buddy on Facebook, on <http://apps.facebook.com/ticketbuddy/>. Pre-booking on both is currently available for four highly awaited films - **Lafangey Parindey, Dabangg, We Are Family and Anjaana Anjaani**.

Movies available for Prebook via the Facebook Application, called '**Ticket Buddy**', and on Bookmyshow.com, are listed up to two weeks before the release. To initiate the Prebooking, all the user has to do is select the preferred film and his region. He then gets to select **three** cinema theatres, **three** preferred dates for viewing the film, and a convenient time and price range.

'Ticket Buddy' allows customers to block a maximum of 10 seats, without having to pay for all. Once he pays for his own tickets, an 'Invite Friends' box pops up and he can select any number of friends he wants (maximum of 9) to watch the film with. Friends get it as a request from the application to continue the Prebook, and they can choose to 'Accept' or 'Ignore' it. If they accept, they are taken to the Application and can pay for a maximum of 2 seats. Only the user who initiates Prebook on 'Ticket Buddy' can invite friends. *Regular ticket booking will also be available on 'Ticket Buddy' on Facebook for our customers very soon.*

'Ticket Buddy' and Prebook on Bookmyshow.com allow the customer to Prebook a maximum of 10 tickets, with the former allowing customers to also invite friends on Facebook to pay for their own tickets. After paying for his tickets, the user gets a Prebook confirmation email and SMS. The final confirmation mail is sent when the bookings open in the cinema theatre selected by the customer.

Ashish Hemrajani, Founder - CEO of Bigtree Entertainment, speaking about the Prebook launch and the completion of 3 years, reminisces "It is amazing to see how Bookmyshow.com has evolved in the **three** years of our operations. The Prebook application is testament to our technological proficiency and we are happy to make movie going a more enjoyable experience for our customers, by ensuring that they get tickets

Ticket Buddy:

Payment via Debit Card or Credit Card

- Confirmation email and SMS sent to all users who Prebook tickets
- Customers can publish the Prebook on their Facebook wall
- The first customer who sends the invites to friends is required to be present while collecting the tickets

for their favorite film much before anyone else. Our success stems largely from the several innovative technologies that we have successively pioneered in the entertainment ticketing domain, and the application for Facebook – 'Ticket Buddy', and Prebook on Bookmyshow.com helps us reinforce that.”

Over the last **three** years, Bookmyshow.com has grown from strength to strength and come out on top to become the *numero uno* entertainment ticketing portal in the country. Bookmyshow, with a 90% market share in the online entertainment ticketing space, 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 our call center on 39895050

About Bookmyshow.com:

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. Today with offices in India, New Zealand and Malaysia, www.bookmyshow.com aims to present their clientele with endless options to purchase tickets for their favourite concert, movie, 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.

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