



BookmyShow kick starts IPL-4 frenzy

Mumbai, March 2011: BookmyShow is the proud Official Ticketing Partner for **Mumbai Indians (MI)**, **Kings XI Punjab (KXIP)** and **Rajasthan Royals (RR)**, this IPL Season. It is also the official Online Ticketing Partner for **Delhi Daredevils**. **Tickets for Chennai Super Kings, too, will be made available on BookmyShow this season.** BookmyShow will provide Mumbai Indians, Kings XI Punjab and Rajasthan Royals with a comprehensive ticketing solution which would encompass Strategy & Planning, Ticket Printing with Security features, Online sales, Ground Sales, Home Delivery, Inventory Management, Stock distribution, Cash Collection, Corporate & Package sales, Online Marketing, Gate Entry validation and Management and Reconciliation (Post Event). Rajasthan Royals is the new team that Bookmyshow.com has added to its kitty, following last year's success.

Fans of **these 5 teams** can book their tickets on Bookmyshow.com and avail home delivery service for their tickets. The IPL fever, which is sweeping the nation, is scheduled to start on 8th April, 2011 and will continue till 28th May, 2011.

Excited about his achievement, **Mr. Ashish Hemrajani**, founder and CEO, Bigtree Entertainment Pvt. Ltd; said, "This format of the game is perfect for stadium viewing, as they are just four hours long and can be enjoyed after a day's work. Celebrities co-owning teams along with corporates adds the much needed glamour and excitement quotient. An event of such magnitude requires the best experience, including ticketing, where our strength lies."

Apart from being able to book tickets on Bookmyshow.com, users will also be able to view Venue details, Offers, Players' info, details of outlets from where users can buy tickets, track the delivery of their tickets and buy official teams merchandise.

Fans can logon to <http://www.bookmyshow.com> to book their tickets.

About Bookmyshow.com:

Bigtree Entertainment's Bookmyshow.com is the gateway to the fastest and most secure hassle free booking experience. With 90% market share in e-ticketing, Bookmyshow.com is the market leader in providing ticketing solution for entertainment universe encompassing movies and non-movies options like concerts, plays, stand up acts, live performances and major sporting events. The first of its kind and the most successful online entertainment ticketing solution provider in India, Bookmyshow.com also has offices in New Zealand and Malaysia. It aims to present their clientele most secured, end to end ticketing solution. The cutting edge technology makes the transaction more user friendly and can be quickly executed via web, mobile applications, WAP or the call center (39895050), giving them multi-platform option and a hassle free booking experience. Bookmyshow.com also has social media presence on Facebook and Twitter and regularly interacts with customers to announce latest (releases / activities), giving away freebies, free screenings, etc. It has also launched "Ticket Buddy", the Prebook Application on Facebook allowing users to book tickets for highly awaited films, much before they open in cinemas.