



For immediate release:

Bookmyshow.com bags exclusive ticketing contract for Formula1, the Indian Grand Prix leg

Mumbai, 22nd March, 2011: For the first time ever, India will host its very own **Grand Prix** on 30th October, 2011, marking its entry into the world's most renowned motorsports. There had been plans to host an Indian Grand Prix as early as 1997. The great Indian dream has finally come true with Jaypee Sports International (**JPSI**) bagging a contract to host the Indian Grand Prix at their new racetrack near Greater Noida, on the outskirts of New Delhi.

Jaypee sports International has tied up with **Bookmyshow.com** as the exclusive ticketing partner. Bookmyshow has been assigned with the important task to provide turnkey solutions, which covers a gamut of services like online and on-ground ticketing through its website and physical box-office counters at the race track, formulation of ticketing and pricing strategies, security features and validation of tickets etc. Bookmyshow will also help in ushering the guest to their respective seats.

Bookmyshow will be issuing tickets for 'Practice', 'Qualification' and the actual 'Race' which will be held on three different days. Bookmyshow will be applying the 'On demand printing' technology for the Indian F1. This would mean that there will be a single roll which would print tickets encompassing all sections of the race track and price points. Bookmyshow will open bookings for this mega event of the year by end of first quarter of the year.

Mr. Ashish Hemrajani, Founder-CEO, Bigtree Entertainment Pvt. Ltd., the holding company for Bookmyshow.com is very excited about this prestigious project bagged by his company and adds. "Bookmyshow has been the market leader in offering ticketing solutions since 1999 for entertainment, sports and movies. The key factor we focus on is in delivering a superior experience to the customer and making the entire ticket buying process extremely user friendly and simple. India is seeing a high growth in entertainment options apart from movies and Bookmyshow continues to deliver value in that vertical as we move along."

Mr. Sameer Gaur, MD and CEO, JPSI reiterated his confidence in tying up with Bookmyshow as their ticketing partners for this dream project bagged by JPSI. "Getting F1 to India is one of the high points of our roadmap for getting some of the world's best, most prestigious sports events to the country. For us, it's important that the user experience for spectators should be world-class in every respect. And with their expertise in ticketing solutions, we're sure Bookmyshow will be able to deliver services that match not just our expectations but also the expectations of scores of F1 fans in India and abroad," said Mr. Gaur.

According to experts, the benefits of a booming economy like India joining the F1 calendar are clear. Due to a strong international fan base, not only would the hotel and tourism industry get an immediate boost, the country's profile, too, would get a lift. The increased awareness has also led to the popularity of merchandise, Formula 1 tickets, and race tours to F1 destinations.

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 largest and fastest growing destination for movie and non-movie options like concerts, plays, events and sports. With offices in India, New Zealand and Malaysia, Bookmyshow.com aims to present their clientele endless options to purchase tickets for concert, movie, plays, stand up acts, sports and more. The transaction, secure and quick, can be via the web, mobile applications, on the WAP or the call center (39895050). Bookmyshow.com also has social media presence on Facebook and Twitter and regularly interacts with customers to announce latest releases, giving away freebies, free screenings, etc. Constantly innovating, Bookmyshow has also launched its Prebook Application on Facebook - "Ticket Buddy" - which lets users book tickets for highly awaited films, much before they open in cinemas.

About Jaypee Sports International Ltd. (JPSI)

Established in October 2007, JPSI is a subsidiary of Jaiprakash Associates Ltd. (JAL). The company is well on its way to completing the construction of India's premier motorsports destination – the 5.14km Jaypee International Race Circuit – which will host India's first ever F1 Grand Prix in October 2011. Situated on the outskirts of New Delhi, near Greater Noida, the Jaypee racetrack will be a part of Jaypee Sports City, which is spread over 2,500 acres. This facility will include a Cricket stadium that will have a seating



capacity of 100,000 people. There will also be a hockey arena, a sports training academy and infrastructure for other sports. For more details, please visit www.jaypeesports.com