Blockbuster Weekend on Bookmyshow.com

- Blockbuster *Dabangg* records over **Rs 3.4 crore** worth of ticket sales on BookMyShow.com-
- Over **1200 tickets** already Pre-booked for the highly-awaited *Endhiran* -

September 13, 2010: The festive weekend has witnessed frenzied activity on India's largest entertainment ticketing website Bookmyshow.com. One of the most eagerly awaited films in current times Dabangg has sure lived up to the great expectations that it garnered prior to its release. The film has already sold tickets worth Rs 3.4 crore on Bookmyshow.com over the weekend. Based on the phenomenal opening, industry experts expect the collections to be higher than *Raajneeti*, the biggest opener of 2010, and *3 Idiots*, the film that created new records.

Other than Dabangg, movie buffs have also ensured that they do not miss out on the much-awaited Rajnikanth-starrer *Endhiran* by using the Prebook Application launched by Bookmyshow.com to book tickets in advance for the film. Last month, Bookmyshow.com launched for the first time in India a Prebook Application for Facebook '**Ticket Buddy'** and revamped the Prebook on Bookmyshow.com, which allows customers to book movie tickets much before the plans open in cinemas. Over 1200 tickets have already been pre-booked on Bookmyshow.com for *Endhiran* itself.

Ashish Hemrajani, Founder-CEO of Bigtree Entertainment says, "Dabangg has had a fabulous opening and may just set a record in terms of online movie ticket sales in the country. Another positive for the industry is that India's most expensive film Endhiran has already started to set cash registers ringing with more than 1000 tickets being pre-booked two weeks before the release of the film. One can only imagine the interest levels and movie ticket sales closer to the release date of the film."

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:

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 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.

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