



Online Season Ticket Sales for 18th Edition of Aircel Chennai Open begins from December 1, 2012

~ Tickets to be sold on BookMyShow.com, the Official Ticketing Partner for Aircel Chennai Open 2013 ~

Chennai, November 2012: Aircel Chennai Open, India's only and South Asia's premier ATP World Tour tennis event announced today that the sale of online tickets for the 18th edition of the Aircel Chennai Open begins this Saturday, December 1st 2012. The tournament will offer fans a heady mix of thrilling action and fun-filled activities at the SDAT Tennis Stadium in Chennai from 31st December 2012 to 6th January 2013. The tennis extravaganza will allow 35,000 spectators to witness the zestful top-seeded performers as they battle it out for the prestigious Aircel Chennai Open 2013 title, over the week.

The online sale of season tickets will commence 09.00 hours on December 1st, 2012. The tickets are priced at **INR 5,000; INR 3,000 and INR 1,500** and will be exclusively available on www.bookmyshow.com. Customers can also logon to the official website www.aircelchennaiopen.org for further details.

Commenting about the partnership, Mr. Ashu Jindal, COO, IMG Reliance said, "We are glad to be associated with BookMyShow, India's largest entertainment ticketing portal for the sale of tickets and as the tournament's "Official Ticketing Partner" during Aircel Chennai Open 2013. BookMyShow is on board for the third consecutive year and the association has been worthwhile and mutually beneficial. During the past three years, our partnership with BookMyShow has led countless tennis enthusiasts to take advantage of the portal's easy-to-use online booking experience. We are confident that the same will happen this year."

Mr. Ashish Hemrajani, Founder and CEO, BookMyShow.com said, "We are extremely proud to associate with Aircel Chennai Open, for the third consecutive year. So far, we have always received a tremendous response for ACO and we hope to draw similar kind of attention this year as well. In a country where cricket is followed as a religion, it is extremely heartwarming to see Tennis receive a positive response. BookMyShow.com is the pioneer in ticketing solutions and we are confident that our association with South Asia's premier ATP World Tour tennis event will further strengthen our portfolio in the arena of sports."

The 18th edition of the tournament will see in action an impressive line-up of stars, both Indian and International. The strong player field includes four players ranked in the Top 20, World No 6 Tomas Berdych, World No 9 Janko Tipsarevic, World No 15 Marin Cilic and World No 17 Stanislas Wawrinka.

About Aircel Chennai Open 2013: The USD 430,000 Aircel Chennai Open, owned by IMG and operated and organized by IMG Reliance, is India's only and South Asia's premier ATP World Tour Open 250 event. Started in 1996, by IMG, a global leader in sports management and marketing, the tournament has completed sixteen successful years of existence, branding Chennai and India on the global tennis map thus creating a legacy of sorts of promoting international tennis in India. Winner of the prestigious ATP's Player Services Award of Excellence (2006) for its outstanding organization and wonderful hospitality towards the participants and ATP's Best Marketing Award (2008), the event has acquired the status of a much sought-after tennis event for both players and fans alike in the International tennis circuit. The 18th edition of the tournament will be held from December 31, 2012 to January 6, 2013 at the SDAT Tennis stadium in Nungambakkam, Chennai. The tournament is conducted in Chennai under the aegis of the All India Tennis Association (AITA) and is organized with the active collaboration of the Sports Development Authority of Tamil Nadu (SDAT) and Tamil Nadu Tennis Association (TNTA).

About BookMyShow.com: Bigtree Entertainment's bookmyshow.com is the largest entertainment ticketing portal in India with over 90% market share in the online entertainment ticketing space. Headquartered in Mumbai, bookmyshow.com also has offices in New Zealand and Malaysia. Bookmyshow.com has an enviable kitty of over 1300 screens spanning across 250 cinemas in more than 100 cities. Bookmyshow.com tickets for over 1000 events every year across India. In the arena of Sports, 75% of India's largest sporting events are managed by bookmyshow.com. Some of them include Formula 1, Indian Premier League, Indian Cricket League, Aircel Chennai Open, Super Fight League, Yonex Badminton Championships, etc. With over 55 million page views per month, bookmyshow.com has an active and loyal database of over 5 million happy consumers. It has a fan following of over 1.6 million Facebook and Twitter users. Bookmyshow.com has special downloadable mobile applications for Blackberry, iPhone, Android and Windows phone. It has also been awarded in the category of 'The Hottest Company of the Year-2011-12' and 'The Company To Watch Out For' in the prestigious CNBC Young Turks Award. On an average, bookmyshow.com sells more than a million tickets per month. Bookmyshow.com is one of the top three entertainment e-commerce websites in India.

About IMG Reliance:

In 2010 Reliance Industries Limited (RIL), India's largest and most recognized private sector company, and IMG Worldwide (IMG), the world's leading sports marketing and Management Company announced the formation of an equal joint venture to develop market and manage sports and entertainment in India. The joint venture company, IMG Reliance Pvt. Ltd., will create and operate major sports and entertainment assets in the country. In its first initiative, IMG Reliance entered into an agreement with the Basketball Federation of India (BFI) to create a new professional basketball league and manage all aspects of the commercial rights to the game in India. IMG Reliance signed a 15-year agreement with the AIFF, to improve, popularize and promote the game of football throughout India, from the grassroots to the professional level. IMG Reliance has also created a scholarship program to identify and train talented young Indians from sports including - basketball, soccer and tennis— at IMG's world-class sports training facilities at IMG Academies in Bradenton, Florida.

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