Swedish House Mafia - 'One Last Tour'

~ BookMyShow.com associates as the exclusive ticketing partner for the Swedish House Mafia concert in Mumbai & Delhi on 17th & 18 November respectively ~

- **BookMyShow.com** takes live **'SPECIAL'** second round of ticketing for the Mumbai Concert.

- More than 80% of tickets already sold out within 10 minutes.

Mumbai, October 19, 2012: It's still one month for the concert and it seems like the **Swedish House Mafia** craze has already got the city on fire!! **Swedish House Mafia - 'One Last Tour' concert by Sunburn Arena** which is scheduled on 17th and 18th November in Mumbai and Delhi respectively has kept the organisers and the ticketing partner, BookMyShow.com buzzing. The tickets for the concert went live on 8th October and **in just 3 hours the Student + Regular category tickets went SOLD OUT.** But the growing frenzy and unstopping fan mails from SHM lovers prompted a **'SPECIAL'** second round of ticketing for the Mumbai Concert. **The tickets went live for the second round today at 12 pm and more than 80% of the tickets were sold out within 10 minutes!**

The trio will be performing together in India for the first time on **17th November & 18th November 2012, Mumbai & Delhi respectively, 5.00 pm onwards.** BookMyShow.com, the largest entertainment ticketing portal in India is the exclusive ticketing and on-ground partner for the concert.

Talking about the euphoria around the concert, Mr. Ashish Hemrajani Founder and CEO of BookMyShow.com said; "The popularity of Swedish House Mafia is unparalleled. And this is held true with record breaking sales for the Mumbai & Delhi Concert. We went live with the first round of ticketing on 8th October and in just 3 hours, the student and regular tickets were SOLD OUT. But the unstoppable fan mails and calls at the BookMyShow.com contact centre requesting for tickets, persuaded us to open the **SPECIAL second round of ticketing for the Mumbai Concert.** *We are extremely excited to see that, the tickets which went live today (19 October) are almost 80% sold out within just 10 minutes."*

Swedish House Mafia is a Swedish electronic dance music trio of Axwell, Steve Angello and Sebastian Ingrosso. The group officially formed in late 2008 and was placed at number 10 on the DJ Magazine Top 100 DJ Poll 2011. The dynamic of the three and their collective history is the key to the Mafia's continued success.

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Event Details

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Date	*Place*	*Time*	*Price*
17th Nov 2012	*Mumbai*	*5pm*	*2,000-10,00*
18th Nov 2012	*Delhi*	*5pm*	*2,000-10,00*

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For more details, log onto www.bookmyshow.com

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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 300 cinemas in more than 100 cities. BookMyShow.com tickets for over 500 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 35 million page views per month, BookMyShow.com has an active and loyal database of over 3million happy consumers. It has a fan following of over 1.5 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.*

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