

**A visit by the cast of RAAJNEETI to your city,
booked exclusively through BOOKMYSHOW.COM**

*~ The cast of Raajneeti to address the youth in seven cities across the country,
starting today~*

Mumbai, May 10, 2010: Bookmyshow.com, has brought a once-in-a-lifetime-opportunity to meet your favourite stars in your very own city. Reiterating the importance of politics to today's youth, the Raajneeti cast & crew including **Ranbir Kapoor, Katrina Kaif, Arjun Rampal, Ajay Devgan, Manoj Bajpai** and **Prakash Jha**, will educate young minds on this crucial subject. Tagged as the '*Raajneeti Rallies*', the stars will visit seven cities, and the colleges there, across **Bangalore, Delhi, Chandigarh, Lucknow, Kolkata, Indore** and **Ahmedabad**, with this social cause from **May 10th - 24th, 2010**

Users were urged to log on to the microsite <http://raajneeti.bookmyshow.com> and vote to invite the cast to their city. The seven cities with the highest number of votes are being visited by the cast in the form of rallies - the *Raajneeti Rallies*! Two lucky voters on Bookmyshow.com, from each of the seven cities, will also get to personally meet their favourite stars during the rallies. Bookmyshow.com. The information promoting the voting for your city for the Raajneeti rallies is being done on TV and via online mediums, including social media, extensively.

According to **Ashish Hemrajani, Founder & CEO, BigTree Entertainment**, "Bookmyshow.com has always aimed at being an interactive platform for its customers, giving the users an opportunity to connect with their favourite films and stars. The voting initiative, while letting the users exercise their basic right to vote, will also let them meet the cast and hear them talk about what they have to say about the youth's role in politics. "

Shikha Kapur, Senior VP - Marketing, UTV Motion Pictures said, "UTV Motion Pictures and Prakash Jha Productions are happy to partner with Bookmyshow for the Raajneeti Rallies. The rallies will be an opportunity for the youth to connect with the cast and crew of the film and discuss some interesting yet relevant political topics and Bookmyshow has successfully created this online opportunity for movie buffs to participate in this initiative and to vote for their cities. We look forward to an excellent response."

The microsite can be visited at Raajneeti.bookmyshow.com.



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 and New Zealand, www.bookmyshow.com aims to present their clientele with endless options to purchase e tickets for their favourite concert, movie, plays, stand up acts, sports and more. The transaction, secure and quick, can be via the internet, mobile application, on the WAP or the call center (39895050). www.bookmyshow.com also has an interactive Facebook fan page where followers constantly discuss their experience on the ticket booking portal along with personal movie reviews and avail to offers.

For further information, please contact:

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