



BookmyShow, the largest entertainment ticketing website is back with Asia's biggest music festival 'Sunburn Goa 2011'

~ BookMyShow is the exclusive ticketing partner for "Sunburn Goa 2011" ~

Mumbai, November 2011- BookmyShow, one of the largest entertainment ticketing website in India, will be the exclusive ticketing partner to Asia's Largest Electronic Music festival, **SUNBURN**. BookmyShow has been associated with Sunburn Festival since its inception to provide exclusive ticketing for the three day event.

The tickets for Sunburn Goa 2011 are already live on BookmyShow.com for all three festival days i.e. 27th, 28th & 29th of Dec, 2011. The tickets are priced between Rs. 3,000/- for the first day to Rs. 2,99,000/- for the VVIP table for all three days.

On its association with Sunburn for the 5th consecutive year, Mr. Ashish Hemrajani, Founder and CEO of BookMyShow said, *"BookmyShow has been associated with Sunburn for the past 5 years and the demand for it has grown steadily over the years. There has been an overwhelming response from the audience not only from India but across the globe. It was encouraging to see that the **Early Bird Tickets** were sold out in its **first 4 hours of going live**. As India is seeing a high growth in entertainment options, BookMyShow as a brand is trying to deliver value across all verticals as we move along. From the best in movies and sports, we have brought the finest sporting, cultural, music events and festivals, films closer to our audiences."*

With the ever growing popularity of the event, ticket sales have seen an enormous growth year on year. As compared to its first year, ticket sale in the second year had seen an increase of 15% followed with 38% and 49% increase in the third and fourth year respectively. **On its steady association with BookMyShow, Mr. Shailendra Singh, Joint Managing Director, Percept Limited said,** *"With the festival entering its fifth year, we are looking forward to make the experience of our Sunburn fans bigger and better. For us, it's important that the user get the ultimate lifestyle experience in every respect. And with their expertise in ticketing solutions, we are confident that BookMyShow will be able to deliver services that match not just our expectations but also the expectations of scores our fans in India and abroad."*

The biggest names to grace the sands of Candolim during Sunburn 2011 include *Above & Beyond, Axwell, Infected Mushroom, Markus Schulz, Nic Fanciulli, Moguai, Michael Woods, Mad Maxx, Clement, Janux, Sashanti, Ajit Pai, Boombaba, V-Society, Dj Siren, Praveen Acharaya, Vipul Angrish, Vik and Anish Sood.*

So, hurry and book your tickets today for the much awaited Sunburn Goa 2011.

To book your tickets log on to <http://in.bookmyshow.com/sunburngoa2011.bms>



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.

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