



Avengers: Infinity War creates record for highest ever advance sales on BookMyShow among Hollywood films

Sells over 1 million tickets even before the release of the film

Mumbai, April 26, 2018: BookMyShow today announced that the highly anticipated **Avengers: Infinity War** has left behind all Hollywood films to create a new record for the highest ever advance sales on its platform. The movie has already sold 1 million tickets on BookMyShow and is now just second to Baahubali 2 in all time advance sales bookings.

While metros like Delhi, Mumbai, and Bengaluru are leading the advance sales, exceptional response is also being seen from Tier 2 towns such as Bhubaneswar and Trivandrum. The regional language versions of the film have contributed to 25% of the overall advance ticket sales with its Hindi version leading the way. In addition, BookMyShow has alone sold close to 65% of the total IMAX ticket inventory available for the opening weekend of the film.

Marzdi Kalianiwala, VP-Marketing and Business Intelligence, BookMyShow said, “The Marvel Cinematic Universe is amongst the most popular in the world and over the years, it has cultivated an extremely loyal fan base in India as well. Avengers: Infinity War is the newest addition to this universe and has got its fans excited and eagerly waiting for the release of the film. To effectively reach out to them, we joined forces with Disney India to combine our digital efforts and together developed a deeper understanding of consumer buying behaviour and purchase patterns, allowing us to achieve remarkable results.”

“Avengers: Infinity War is not just a movie, it’s an historic event and the excitement around the movie’s release is palpable,” said **Bikram Duggal, Executive Director and Head, Studio Entertainment, Disney India.** “Today online ticketing contributes significantly to the success of any film, and our partnership with BookMyShow has allowed us to leverage their unmatched marketing and analytic capabilities to reach out to the right set of audiences,” **he added.**

Avengers: Infinity War is the 19th Marvel movie to be listed on BookMyShow since 2008. Among the many lakhs of people who expressed interested in the film on our platform, 98% of them have said they are keen on watching the film. Overall, for the recent Disney releases, BookMyShow has contributed close to 40% of the total box office collections on an average.

About BookMyShow

BookMyShow, (Bigtree Entertainment Pvt. Ltd.), is India’s largest online entertainment ticketing platform that allows users to book tickets for movies, plays, sports and live events through its website, mobile app and mobile site. Founded in Mumbai (India) in 1999 and launched in 2007, BookMyShow is now present in over 650 towns and cities across India, currently meeting the entertainment demands of millions of customers. For more information, please visit www.bookmyshow.com.

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