



## This General Election, BookMyShow urges the nation to #ChooseWisely

~Launches digital campaign to encourage Indians to vote judiciously~

**Mumbai, April 12, 2019:** As polling for the much-awaited General Election 2019 gets underway, it is time for Indians to make an informed, responsible choice.

With India at the forefront of development on various counts globally, the outcome of this election will anchor the next 5 years for the country. BookMyShow, the leading entertainment destination in the world's largest democracy, recognises the significance of this event and urges citizens to step out and cast their vote through its digital campaign #ChooseWisely.

Conceptualised and executed by BBH, the campaign encourages people to acknowledge the power they possess and the larger role they play in shaping the country's future by choosing to vote wisely.

Commenting on the campaign, **Marzdi Kalianiwala – Head, Marketing and Business Intelligence, BookMyShow**, said, *"As India's leading entertainment destination, BookMyShow caters to millions of consumers who step out of their homes for all their out-of-home entertainment needs. With the General Election upon us, we urge all citizens to step out of their homes for an impactful reason through our campaign #ChooseWisely, and cast their vote responsibly. So leave the entertainment to us and #JaoVoteNow!"*

Attached: Creatives for the #ChooseWisely campaign

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### **About BookMyShow**

Launched in 2007, BookMyShow, owned and operated by Big Tree Entertainment Pvt Ltd, is India's leading entertainment destination and the one-stop shop for every out-of-home entertainment need. The firm is present in over 650 towns and cities in India and works with partners across the industry to provide unmatched entertainment experiences to millions of customers. Over the years, the company has evolved from a purely online ticketing platform for movies across 6,000 screens, to end-to-end management of live entertainment events including music concerts, live performances, theatricals, sports and more, all accomplished at par with global standards.

BookMyShow has also built India's largest organic reviews and ratings engine for movies and has driven technology innovations, such as the m-ticket and Movie Mode, impacting tens of millions of users and the industry at large. With continued support from investors including TPG Growth, Stripes Group, SAIF Partners, Accel and Network18, BookMyShow is invested in providing the best user experience, whether on ground or online. Demonstrating category leadership, BookMyShow has grown beyond India with operations in Dubai, Indonesia, Sri Lanka and Singapore amongst others. The Mumbai-headquartered company counts Ticket Green, Eventifier, Fantain, Masti Tickets, Townscript and Burrp amongst its key investments in the sector. BookMyShow is also committed to society at large, by way of its charity initiative BookASmile, which provides entertainment experiences to the underprivileged. For more information, please visit [www.bookmyshow.com](http://www.bookmyshow.com)

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