



## **BookMyShow Urges Fans To Step Out This IPL Season In Latest Campaign**

*Launches #CricketKaTicket campaign with digital film, along with an augmented reality game on Facebook*

**Mumbai, April 15, 2019:** Imagine a packed stadium with crowds cheering for their favourite team, a death-over that has your heartbeat racing and a nail-biting finish keeping you at the edge of your seat. If you haven't experienced the thrill of a T20 game from the stands, have you really watched it at all? Encouraging fans to experience the unparalleled excitement of watching a match in a stadium, BookMyShow, India's leading entertainment destination, has launched its brand campaign #CricketKaTicket with a digital film.

Conceptualised and executed by creative agency BBH, the film urges fans to step out of their home with the underlining thought of '*Asli fun stadium mein hai*', and enjoy the ongoing IPL matches live at the stadium. Catering to audiences across the country, the digital film has been made in Hindi and Tamil, reaching out to millions of cricket fans in India.

*"The Indian Premiere League's fan base has grown phenomenally over the years, and we are glad to have significantly contributed to this journey, fulfilling the demand of millions of Indians who want to watch the matches live. #CricketKaTicket highlights the unmatched excitement that any cricket lover or fan can experience solely at the stadium. This twelfth season of the game has already seen some electrifying matches and with the play-offs looming, the thrill is only going to get more intense,"* said **Marzdi Kalianiwala, Head - Marketing and Business Intelligence, BookMyShow.**

BookMyShow has also launched a brand new augmented reality game on Facebook this IPL season- 'Bowl Out', allowing fans to engage with the game as they spend time on their phones. The AR experience in the game lets players use their phone's rear-camera to look-aim-shoot at cricket stumps placed around their 360 degree environment. 'Bowl Out' will offer fans a chance to win a host of prizes including a chance to win OnePlus 6T smartphones.

BookMyShow is the ticketing partner for four leading IPL teams this season - Mumbai Indians, Chennai Super Kings, Kolkata Knight Riders and Rajasthan Royals.

Watch the campaign here:

- Hindi: <https://youtu.be/lw00JVgJW4A>
- Tamil: <https://youtu.be/BsPmXhxMLfc>

Users can also play the all new BookMyShow AR game on Facebook here:

<https://www.facebook.com/82235273865/posts/10157432424053866/>

---

### **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)

**For further details, please contact:**

Supraja Srinivasan | [supraja.srinivasan@bookmyshow.com](mailto:supraja.srinivasan@bookmyshow.com) | +91-99306 81998  
Jaanhavi Dhokariya | [jaanhavi.dhokariya@bookmyshow.com](mailto:jaanhavi.dhokariya@bookmyshow.com) | +91-75063 40552  
Avni Jesrani | [avni.jesrani@genesis-bcw.com](mailto:avni.jesrani@genesis-bcw.com) | +91-82916 41669