

## **BookMyShow makes strategic investment in technology solutions provider AtomX**

*Investment to strengthen access to best-in-class cashless technologies to further enhance on-ground user experience at live events*

**Mumbai, April 16, 2019:** BookMyShow, India's leading entertainment destination today announced a strategic investment in AtomX, a Pune-based payments technology company for an undisclosed amount. With this investment, BookMyShow will provide customers an enhanced cashless experience for a host of on-ground events. This further strengthens the company's market leadership in the out-of-home entertainment landscape across ticketing, producing and managing on-ground operations across various live entertainment experiences.

The investment will allow BookMyShow to seamlessly enable AtomX's cashless payments platform and solutions on Near Field Communication (NFC) cards, wristbands, key chains which consumers can use for digital payments at music festivals, sporting events, food festivals and concerts amongst others. The solution enables users to store cash in the form of digital money in their NFC chip and simply tap and pay, to buy food, beverages and merchandise instantly, allowing them to enjoy the experience wholly without worrying about losing their money

AtomX's solution can be used by vendors and consumers alike, allowing data to be stored on the card itself. This resolves the challenge of low internet connectivity at outdoor events which typically result in a broken experience, on-ground.

*"BookMyShow has always obsessed over its customers. As we broaden the out-of-home entertainment ecosystem, we continue to improve every aspect of that customer journey. This includes safer and smoother digital transactions both, while buying tickets and for on-ground services. We also strive to provide relevant data analytics, insights around events to vendors and organizers to better deliver the experience to our customers. Our partnership with AtomX will play an instrumental role in furthering this experience,"* said **Ashish Hemrajani, Founder and CEO, BookMyShow.**

*"As India's leading destination for all out-of-home entertainment experiences, BookMyShow truly believes that the experience lasts much after the event. It is this user journey - from the ticketing process until on-ground execution - that we are constantly looking to improve and enhance. A smooth venue operation for any event, relies significantly on technology and our investment in AtomX underlines BookMyShow's aim to provide an unparalleled customer experience,"* said **Anil Makhija, COO - Venues & Service Delivery, BookMyShow.**

Commenting on the investment, **Abhilash Gowdara, Founder & CEO, AtomX,** *"We are extremely excited about the contactless technology penetration in India and the future of India as it rapidly moves towards a cashless society. We are looking to unify both online and offline payments, enabling live entertainment events to accept contactless bank issued cards beyond our close loop tags which offer users multiple options to tap and pay at all our live events. BookMyShow is the leader in India's online entertainment landscape and we are thrilled to be associated with them to tap synergies more efficiently. We have an exciting year planned ahead and we hope to achieve much greater user traction with BookMyShow on board as our investor."*



The investment will see BookMyShow's Anil Makhija join AtomX's Board of Directors. Anil comes with an experience of over three decades across various roles in reputed technology firms before he moved to BookMyShow where he leads the operations and service delivery verticals, while also overseeing deployment of new on-ground technologies at the firm.

### **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 the 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)

### **About ATOMX**

Founded in 2012, AtomX Corp is a close-loop contactless (NFC based) payments platform, with the technology used by fans and vendors across all major live events, exhibitions, music festivals, concerts and sporting arenas. The Pune-based company has processed more than 500,000 transactions worth over \$6.5 million in India. The company has deployed and successfully managed end-to-end cashless payments for 100+ live events including marquee music festivals like Sunburn, Ultra Music Festival, GoSupersonic and international concerts like Global Citizen's Coldplay Tour, Ed Sheeran, Justin Bieber's World Tour, expositions like Auto Expo India and AeroShow India and food festivals like Lil Flea and The Crazy Food Festival. Over 700,000 users have transacted satisfactorily on the AtomX platform and the firm's clients include BookMyShow, MasterCard, Townscript, JW Marriott and the Indian Institute of Science Education and Research.

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