



## AVENGERS: ENDGAME SELLS OVER 2.5 MILLION TICKETS IN ADVANCE SALES ON BOOKMYSHOW

~ Highest ever advance ticket sale for any Hollywood film so far ~

**Mumbai, April 25, 2019:** There's no stopping the hysteria around Avengers: Endgame. Even before the final chapter in the Marvel Studios' Super Hero franchise Avengers hits cinemas tomorrow, BookMyShow, India's leading entertainment destination has crossed over 2.5 million tickets in advance sales so far. This marks the highest ever advance ticket sale for a Hollywood film on the platform. Avengers: Endgame is also the fastest film to have surpassed the 2 million advance ticket sales mark on BookMyShow.

Fans are doing #WhateverItTakes to get their hands on the tickets, as BookMyShow witnessed a peak of 18 tickets per second, even before the film releases in cinemas on April 26<sup>th</sup>.

Speaking about the audience reception, **Ashish Saxena, COO - Cinemas, BookMyShow**, said, *"With just a few hours left for Avengers: Endgame to hit the screens, the frenzy around the film is unprecedented. The cinemas are doing everything possible to match fans' demand for the film, including round-the-clock screenings as also opening up advance bookings for the entire week ahead. This has enabled BookMyShow to offer several more options to Marvel-lovers and cater to their excitement. As the craze around the film continues to intensify, we expect a mighty opening on Friday and a record-breaking first week."*

Avengers: Endgame is the 22<sup>nd</sup> film from the Marvel Cinematic Universe, the latest after Captain Marvel, which released last month. Starring Robert Downey Jr., Chris Evans, Mark Ruffalo, Chris Hemsworth, Scarlett Johansson and Brie Larson, amongst others, the film is the answer to every fan's question – what happens next?

### **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)

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