



BookMyShow contributes over 51% of Marvel Studios' Avengers: Endgame net box office collection

Mumbai, April 30, 2019: Avengers: Endgame, which released on Friday in India, is creating history at every step with the highest opening ever for a Hollywood film, and third highest opening ever for any film in India. The frenzy around the film is only increasing with each day and the film is on its way to setting new records. BookMyShow has sold over 5.5 million tickets for the film contributing over 51% of the film's overall net box office collection so far.

Ashish Saxena, COO - Cinemas, BookMyShow said, *"Avengers: Endgame, the concluding film in the decade-long Marvel Cinematic Universe's journey, has bested all previous Hollywood films released in India and it's not surprising at all! The film's phenomenal performance on BookMyShow is not only a reflection of the massive Marvel fan-base here in India but is also a testament to the preference of millions of movie-goers who continue to choose BookMyShow to watch their favourite films, week after week. With the opening weekend already setting records, the film's first week collections are likely to cross Rs 250 crore. Avengers: Endgame will continue to enjoy audiences' undivided attention and set the cash registers ringing for the coming week as well."*

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

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