

## **BookASmile partners with Ketto to organize biggest ever online fund raising event for NGOs in India**

**As part of 'Book 6 million smiles' campaign, NGOs to get upto INR 60 Lakhs in funding from BookASmile**

**Mumbai, August 16, 2017:** BookASmile, the charity initiative of BookMyShow has joined hands with Ketto, an online crowd funding platform to organize the biggest ever online fund raising event for NGOs in India. As part of the campaign called 'Book 6 Million Smiles', BookASmile will give upto INR 60 Lakhs (6 million) in funding to NGOs.

The 6 month campaign (August 2017-January 2018) is intended at empowering the NGOs. As part of this, NGOs will raise funds on Ketto for causes and problems that BookASmile has been passionately working toward. These include: Digital literacy and skill building (gainful employment causes), animal welfare, senior citizens, creative arts (can include music, arts, sports, theatre, etc.), rural development and environment. NGOs all across the country can register to participate on [www.bookasmile.ketto.org](http://www.bookasmile.ketto.org) until September 30, 2017.

At the end of the campaign period, top six NGOs that raise the maximum amount of money will get a total funding of INR 45 lakhs. Each month, NGOs will also be judged on different parameters and cumulatively, they will get INR 15 lakhs in funding from BookASmile.

Sharing her thoughts on the campaign, **Farzana Cama Balpande, Head- BookASmile** said, "NGOs all across the country relentlessly work towards solving some of India's most pertinent issues. However, very often their efforts stumble upon challenges, most common of which is lack of funding and resources. This is why BookASmile and Ketto have come together. We want to give all NGOs the platform to raise funds on their own, so that their efforts are able to become more sustainable. At BookASmile, we are delighted to be doing our bit by encouraging them and rewarding their efforts with funding upto INR 60 lakhs. We really hope that NGOs from all over India come forward to take part in our initiative."

**Kunal Kapoor, Co-founder, Ketto** said, "We are excited to work with BookASmile to 'Book 6 Million Smiles' to create India's biggest online fund raising event for NGOs. By way of this, we want to empower them and raise public awareness along the way. We hope that many NGOs make use of this opportunity and use our platform in our quest to solve some of India's biggest problems."

Here is the video message from Farzana Cama Balpande and Kunal Kapoor- <https://youtu.be/cLjntnznzeg>

### **About BookASmile**

BookASmile (BAS) is an initiative run by India's leading online entertainment ticketing brand BookMyShow. Created with a vision to support special causes and enrich the lives of the less fortunate across India through the entertainment led experiences, the initiative invests a lot of energies to create an inviting community to ensure that they can be privy to opportunities, by incorporating into their lives, activities and experiences from across genres like Sport, Cinema, Arts, Theatre & Music. The BookASmile initiative has been operational since 2014 and has been integrated within the BookMyShow App and website. With BookMyShow's vast customer base, the initiative has been raising funds for special causes whereby every consumer can choose to contribute from Re.1/- per

ticket - to a maximum of Rs. 5/- per transaction towards charity.

For more information, please visit <https://in.bookmyshow.com/donation/>

**About BookMyShow:**

BookMyShow, (Bigtree Entertainment Pvt. Ltd.), is India's largest online entertainment ticketing platform that allows users to book tickets for movies, plays, sports and live events through its website, mobile app and mobile site. Founded in Mumbai (India) in 1999 and launched in 2007, BookMyShow is now present in over 400 towns and cities across India, currently meeting the entertainment demands of millions of customers. For more information, please visit [www.bookmyshow.com](http://www.bookmyshow.com)

**About Ketto:**

Ketto, founded by Varun Sheth, Zaheer Adenwala and Kunal Kapoor in 2012, is Asia's Biggest Crowdfunding Platform, having raised more than 100 crores from 2 lakh plus people for various social, medical and entrepreneurial causes. It empowers NGOs, Corporates and Individuals alike to maximize their social footprint by the concept of peer-to-peer fundraising. For more information, please visit <https://www.ketto.org>.

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