

## BookMyShow and PVR Pictures-backed Vkaao to bring Japanese film 'Weathering With You' to India

*The highest grossing Japanese anime film will release across 20 major Indian cities this October*

**Mumbai, August 12, 2019:** After an incredible run in Japanese theatres, animated feature film 'Weathering With You' is all set for its India release. BookMyShow and PVR Pictures-backed theatre-on-demand platform Vkaao today announced that it will bring the blockbuster anime film to India, this October. Directed by 'Your Name' director Makoto Shinkai, in association with Toho Co., 'Weathering With You' will be distributed by Vkaao in the country.

A true reflection of Vkaao's constant endeavour to cater to cinema-lovers' demand, the announcement follows an [online petition](#) to bring the film to India. The petition which gained momentum post the film's trailer release, went viral in April this year with over 50,000 signatures. The film has so far collected almost 6 billion yen (over USD 55 million), making it the highest grossing Japanese anime film.

Talking about releasing the film in India, director **Makoto Shinkai** said, "Ever since the petition has occurred in India, I have kept receiving a lot of messages from Indian fans who are eager to watch the film in movie theatres. I have been overwhelmed by their pureness and passion. Thus, I replied to them that "I would be very happy if I could release "Tenki no ko" in India. I'm gonna talk to our Japanese distribution company". Now, I feel I could carry out the promise with the fans in India. I am very much looking forward to the film will be well received by the fans who live in the country of movie and mythology."

"Vkaao is proud to bring the highest grossing Japanese anime film 'Weathering With You' to India. Directed by Makoto Shinkai in association with Toho Co., the film has garnered about 53,000 online petitions so far, to get an official India release. Staying true to our promise of bringing world-class entertainment on demand, we look forward to the film's release in India.", said **Vaibhav Lal, Co-founder & CEO, Vkaao**.

'Weathering With You' will be screened across PVR screens in 20 major cities and tickets for the film will be available on Vkaao and BookMyShow.

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### **About VKAAO (vkaao.com) - Your Choice of Movie, At Your Choice Of Theatre, Now Possible**

A fresh, disruptive medium of movie-going, Vkaao is a platform which gives viewers complete control of their movie watching experience at theatres. It allows them to select their preferred movie along with the location, date, and time of the screening at any theatre of their choice. This novel approach to movie going is why Vkaao is being considered as an exciting alternative to the conventional way of watching movies at the theatres. Vkaao's USP lies in its focus on leveraging state-of-the-art technology in order to create a social, crowd-sourced movie going experience and to add value for all key stakeholders.

### **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)

#### **About PVR Pictures**

PVR Pictures is the motion picture arm of PVR Limited, the largest cinema exhibition company in the country, with 781 screens at 166 cinemas spread over 67 Indian cities. PVR Pictures is the largest studio for the distribution of Independent Hollywood films in India. PVR Pictures is a prolific distributor of Indian films as well. Over 500+ Hollywood, 200+ Hindi and 100+ regional films across genres have been released under its banner since 2002.

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