



A BookMyShow Initiative

## **This Independence Day, BookASmile extends support to the Armed Forces and Flood-affected victims**

Emphasises the 'Power Of One' with a heart-warming video

**National, August 13, 2019:** With freedom in our minds, faith in our words, pride in our hearts and memories in our souls, August 15<sup>th</sup> holds a special place in every Indian's heart. As we all gear up to stand as one nation, this Independence Day, India's leading entertainment destination, BookMyShow's charity initiative BookASmile expresses its gratitude to the Indian Army by pledging to contribute towards their welfare as also towards relief for victims of flood-hit regions in India.

Emphasising the '*Power of One*', BookASmile today released a heart-warming video, capturing similarities between the Indian Army and school-going children, both paying their respects to the Indian flag, in the midst of the former's rescue efforts across the country on the back of several natural calamities. The video, invoking a strong sense of patriotism, features young kids from Delhi-based NGO Manzil Mystics, singing our national anthem in unison. Supported by BookASmile, Manzil Mystics' music program 'Learning Through Music' reaches over 1000 beneficiaries across 15 municipal schools.

For every view, like or share that the video garners across platforms, BookMyShow's charity initiative will donate ₹1 each on behalf of the viewers, for both - the welfare of the men and women in uniforms and for relief efforts for victims of flood-hit regions in India. This initiative is a tribute to the bravehearts of the nation, who guard our frontiers, and are the reason that India sleeps peacefully.

The '*Power of One*' initiative underlines the belief that it takes just ₹1 to make a difference to someone's life. Over the years, BookMyShow users have been voluntarily contributing anywhere from ₹1 to ₹5 to BookASmile, every time they transact on the platform.

"At BookASmile, we are immensely proud of and grateful to our brave brothers and sisters. Their contribution towards our nation is unparalleled and we strongly believe that they are the backbone of our country. It is also our time to step up and lend a hand to several hundreds who have been affected by the raging floods in the country. This initiative is a small gesture to help make a difference to affected lives while also honouring the armed forces' valour and vigil, thanking them for their relentless service towards India and its people. We wish every Indian a happy Independence Day and urge them to lend their support to the Indian Armed Forces and for flood-hit victims. Jai Hind!", **said Farzana Cama Balpande, Head – BookASmile.**

You can watch the video here - <https://www.youtube.com/watch?v=skoEy4iimMU>

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### **About BookASmile**

India's leading entertainment destination BookMyShow launched its charity initiative BookASmile in 2014 with a vision to support special causes and enrich the lives of the less fortunate across India through entertainment-led experiences. BookASmile 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 Cinema, Sport, Theatre, Music & Arts. 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 [www.bookmyshow.com/donation/](http://www.bookmyshow.com/donation/)

### **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



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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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