



**BookMyShow sells over 1 million tickets for Tom Cruise's 'Mission: Impossible – Fallout'
Contributes to over 35% of the film's opening weekend box-office collection in India**

Mumbai, August 2, 2018: The leader in online movie ticketing BookMyShow today announced that it has sold over 1 million tickets for Tom Cruise's Mission: Impossible – Fallout, the sixth instalment of the Mission: Impossible franchise. It is also now the highest grossing film in the Mission: Impossible series on BookMyShow - creating a new record. The film dominated the weekend box office with BookMyShow contributing to 35% of the film's opening weekend's box-office collections in India.

With an incredible cast – from Rebecca Ferguson to Henry Cavill supporting Tom Cruise in this action thriller, BookMyShow expects the film to have another strong week at the Indian box office.

“Mission: Impossible – Fallout is by far the best film in the franchise and continues to have a strong box office run in India”, said **Marzdi Kalianiwala, SVP- Marketing and Business Intelligence, BookMyShow.** “This release saw a massive 52% growth during the opening weekend on BookMyShow that highlights the easy and seamless access BookMyShow provides to millions of fans to blockbuster movies. BookMyShow has an incisive understanding of consumer behaviour and preferences which has led to a steady increase in the franchise's loyal fan base, with each instalment raising the bar in ticket sales.”

About BookMyShow

BookMyShow is India's biggest entertainment destination. Over the years, the company has transformed from a purely online ticketing player for movies, sports, plays and events. Today, with presence in over 650 towns and cities in India, BookMyShow works with partners across the industry to provide unmatched entertainment experiences to millions of customers, on par with global entertainment standards. It is constantly innovating to increase its ownership share in the Indian entertainment value chain by relying heavily on its analytic capabilities and incisive understanding of customers. Along the way BookMyShow has produced music concerts and theatricals, introduced audio entertainment service Jukebox, built India's largest organic reviews and ratings engine for movies and has driven technology innovations, such as the m-ticket, impacting both users and the industry at large.

Since its launch in 2007, BookMyShow has been committed to its customers. With continued support from investors Stripes Group, Network 18 (Reliance), Accel Partners and SAIF Partners, BookMyShow (which is part of Bigtree Entertainment, founded in Mumbai in 1999), is invested in providing the best user experience, whether it's on ground at an event or online. Demonstrating category leadership, BookMyShow has expanded its operations to Sri Lanka and Indonesia and has invested in companies including Do-It-Yourself events registration and ticketing platform Townscript and Fantain, a fantasy sports platform for Cricket and Kabaddi. It is also committed to society at large by way of their charity initiative BookASmile, which provides entertainment experiences to the underprivileged. For more information, please visit www.bookmyshow.com

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