

BookMyShow Opens Ticket Sales For The World Premiere of Cirque Du Soleil's - BAZZAR Starting Today in India

- Brought to India by BookMyShow, BAZZAR will open shows to the public from November 15, 2018 onwards in Mumbai and December 25, 2018 onwards in Delhi-
- Citibank comes on board as the presenting partner -

August 22, 2018, Mumbai: Audiences in India will very soon experience the magnificence of the world's biggest live-entertainment phenomena, Cirque du Soleil, brought to India by BookMyShow. Citibank has come on board as the presenting partner for the world premiere of Cirque du Soleil's 'BAZZAR' in India. The shows will start November 2018 finding their way home in Mumbai from 15th November 2018 and Delhi from 25th December 2018 before moving to other markets.

BookMyShow's long-term association with Cirque du Soleil is aimed at establishing India as a key market to open avenues for global entertainment. Cirque Du Soleil has brought wonder and delight to more than 190 million spectators in over 450 cities on six continents. The company sells over 12 million tickets per year and has close to 4,000 employees, including 1,400 performing artists from close to 60 different countries.

Unlike any other entertainment company, Cirque du Soleil will not just visit Mumbai and Delhi but will infuse in the city's culture with the set up of The Big Top, the main tent, where the performances will take place. The Big Top itself is a wonder that is set up over a period of six days and stands tall at 19 meters (62 feet) high and is 41 meters (135 feet) in diameter accommodating 1500 people at once.

A cast and crew of 62 people will be travelling to India from over 13 different countries and close to 700 tonnes of equipment will be carried via 25 sea containers. The show will feature a range of acrobatic marvels ranging from teeterboard, portage, acrobatic bike, contortion, duo roller skate, duo trapeze, aerial rope, slackline and live music with one singer and two musicians on stage. With performances pairing imagination and impressive scenography, unique characters, remarkable aesthetics and acrobatic feats; 'BAZZAR' will feature key Cirque du Soleil elements. The tickets for the nearly two-hour spectacular will be available starting today exclusively on BookMyShow with prices starting just at INR 1,250 (different for both cities).

Written and Directed by Susan Gaudreau, Cirque du Soleil – BAZZAR will perfectly capture the high-energy excitement, collision of sounds and colours, and showcase a meeting place of diverse characters recreating a traditional Indian 'bazaar'. Lead by their maestro in the show, the troupe comes together to invent a whimsical one-of-a-kind universe in a place where the unexpected is expected, the colourful group reimagines, rebuilds and reinvents vibrant scenes in an artistic, acrobatic game of order and disorder.

"BookMyShow has been and will continue to play a huge part in the transformative journey of the live entertainment category in India. While it has personally been a lifelong dream to work with Cirque du Soleil, their entry into India with BAZZAR will re-imagine this category. We are excited to give our growing customer base in India the opportunity to get access to this global phenomenon," said **Ashish Hemrajani, Founder and CEO, BookMyShow**.

"Cirque du Soleil has been looking at India as a potential market for quite a while now. We wanted to do things right and introduce the brand appropriately to this new audience that was never exposed to Cirque du Soleil before," said **Daniel Lamarre, President and CEO, Cirque du Soleil Entertainment Group**. "It is for this very reason that we put our trust in BookMyShow, who's deep knowledge and

understanding of the Indian market is essential for our successful presence in this country. With their help, our long-term objective is to establish a strong and lasting presence in India and to share our creativity with as many people as possible.”

“Designing a show specifically to introduce Cirque du Soleil to a totally new audience was an exciting creative challenge,” explained **Susan Gaudreau, Show Director**. “It pushed the creators to find the essence of what we are and articulate it in a way that is universally understandable. With its story centered on the creative process and the energy found in the unexpected, BAZZAR shines a light on what is uniquely Cirque du Soleil. I am very honoured to be in India today to introduce BAZZAR to the Indian people and am very much looking forward to its premiere!”

Shinjini Kumar, Consumer Business Manager, Global Consumer Banking, Citi India, said, “We are excited to partner with Bookmyshow for the world premiere of BAZZAR, a unique show crafted for India and the world by Cirque du Soleil. We are always looking for opportunities to bring world-class entertainment through our partners to our clients, who like to indulge in exclusive international experiences. Citi customers can look forward to making this an even more memorable event with our special offers and privileges. We cannot think of a better way to celebrate this festive season than to facilitate wholesome entertainment for our customers and their families.”

Honorable Chief Minister of Maharashtra, Devendra Fadnavis, has also expressed his support for Cirque du Soleil’s India visit as this would boost tourism in the state by exposing the audiences to new artistic and cultural experiences.

BAZZAR’s creative team comprises 11 creators under the artistic guidance of Daniel Fortin- Susan Gaudreau (Writer and Director), Marie-Hélène Delage (Director of Creation), Simon Guilbault (Set Designer), James Lavoie (Costume Designer), Simon Carpentier (Composer and Musical Director), Samuel Chouinard (Choreographer), Jean Laurin (Lighting Designer), Jean-Michel Caron (Sound Designer), Pierre Masse (Acrobatic Equipment and Rigging Designer), Maryse Gosselin (Make up Designer), Alexandre Brunet (Technical Director)

Come and claim your place amidst this marketplace of merriment and creative camaraderie!

To book tickets: <http://bookmy.show/cirque>

For further details, please contact:

Brinda Iyer: brinda.iyer@bm.com | +91 9820506845

Charlene Daniel: charlene.daniel@bm.com | +91 8879010881

Notes to the Editor:

About The Big Top:

Cirque du Soleil BAZZAR will be performed by Cirque du Soleil artists under the newest version of its famous Big Top Tent, which is 19 meters (62 feet) high and is 41 meters (135 feet) in diameter and will seat more than 1500 guests.

About BAZZAR:

Cirque du Soleil BAZZAR, an eclectic lab of infinite creativity where a joyful troupe of acrobats, dancers and musicians craft an awe-inspiring spectacle. Lead by their maestro, they band together to invent a whimsical one-of-a-kind universe. In a place where the unexpected is expected, the colourful group imagines, builds and invents vibrant scenes in an artistic and acrobatic game. Come and claim your place amidst this marketplace of merriment and creative camaraderie. You just might find that the



end of the story is really only the beginning! The high-energy excitement, collision of sounds and colours, and meeting place of diverse characters you'd find at a traditional 'bazaar', inspired the name of the show. BAZZAR perfectly captures the spirit! The spelling is slightly different, where the double 'zz' represents the time loop you sense during the adventure. As a word, BAZZAR is also read almost the same frontwards and backwards. Like the performance, just when you think you know where the story is going— there's a twist!

About BookMyShow

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. 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 investments from TPG Growth, Stripes Group, SAIF Partners, Accel Partners and Network 18, BookMyShow 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

About Cirque du Soleil Entertainment Group

Originally composed of 20 street performers in 1984, Cirque du Soleil Entertainment Group completely reinvented circus arts and went on to become a world leader in live entertainment. Established in Montreal, the Canadian organization has brought wonder and delight to over 190 million spectators with productions presented in close to 450 cities in 60 countries. Cirque du Soleil Entertainment Group currently has over 4,000 employees, including 1,400 artists, from nearly 50 countries.

Cirque du Soleil Entertainment Group creates content for a broad range of audacious projects. On top of producing world-renowned shows, the organization has extended its creative approach to a large variety of entertainment forms such as multimedia productions, immersive experiences, theme parks and special events. Going beyond its various creations, Cirque du Soleil Entertainment Group aims to make a positive impact on people, communities and the planet with its most important tools: creativity and art. For more information about Cirque du Soleil Entertainment Group, please go to cdsentertainmentgroup.com.

About Citi

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

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About Citi India

Committed to India for over 115 years, Citi takes pride in being a premier locally embedded financial institution, backed by an unmatched global network. Citi is an employer of choice in India offering consumers and institutions a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, brokerage, treasury and trade services, securities and fund services and wealth management. In line with our commitment to make a positive difference in the communities we work, Citi India's citizenship program targets its strategic efforts in the priority areas of Financial Capability & Asset Building, Microfinance, Enterprise Development, and Youth, Education & Livelihoods.

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