



BookASmile Pledges Support to Flood Relief in Chennai

- Employees contribution to complement funds collected through website -

Mumbai, December 14, 2015: BookASmile, a social initiative by BookMyShow, India's largest online movie and events ticketing platform, has tied up with two NGOs, Valamaana Tamizhagam and Rapid Response, to extend support to the victims of the Chennai flood. '**BookASmile for Chennai**' has been mobilized with the purpose of providing aid to these NGOs, that are helping citizens of Chennai in the space of rescue, relief, rehabilitation & supply of essential supplies such as medicine & food.

"BookASmile, was created with a vision to support special causes and enrich lives of the less fortunate across India through the medium of experiences and enjoyment. We believe in the Power of 1. Every single person can make a difference so don't give up...Give back", said **Farzana Cama Balpande, HOD, BookASmile**. "In addition to an internal campaign among BookMyShow employees pan India to generate money for Chennai, 25 percent of November's BookASmile funds have also been allocated for the cause", she added.

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.

With the current deteriorating situation in Chennai, BookASmile considers it imperative to contribute as best as they can. Hence, the internal campaign provides all BookMyShow employees with an option to donate any amount from their December salaries. These funds combined with the BookASmile collections, shall be handed over to Valamaana Tamizhagam and Rapid Response, which will further allocate these funds towards relief operations in Chennai.

About BookMyShow

BookMyShow was founded in 2007 by three long-time friends - Ashish Hemrajani, Parikshit Dar & Rajesh Balpande. Now present in over 300 cities and towns across India, BookMyShow is the country's largest online entertainment ticketing portal that allows users to book tickets for movies, plays, sports and events – anytime, anywhere.

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