



***BookASmile works towards women empowerment this International Women's Day***

- *Partners with Concern India for women-centric projects in Mumbai and Rajasthan*
- *Inspires 300 girls through movie screenings for 'Neerja' across Mumbai and Ranchi*
  - *Engages with BookMyShow employees for firsthand experience sharing*

**Mumbai, March 7, 2016:** With an aim to further empower women, BookASmile, the social initiative by BookMyShow, has undertaken a host of activities to celebrate International Women's Day this year.

BookASmile has partnered with 'Concern India' foundation to support and fund their women centric projects in Mumbai and Rajasthan. The initiative will work towards economic empowerment of underprivileged women in the Malvani slums of Mumbai wherein vocational training courses will be offered to over 400 underprivileged women to help them find employment opportunities in their locality and the close by areas. In addition, with the objective to empowering women financially and to provide sustainable livelihood opportunities, through another project, 1000 women artisans in Barmer, Rajasthan will be helped with skill-upgradation and market demand trainings by volunteers and students of fashion institutes.

BookASmile also inspired 300 girls selected through its partner NGOs YUWA, Door Step School, Akanksha and Antranag in Ranchi and Mumbai respectively and took them for movie screenings of 'Neerja'. BookMyShow employees also came forward to do their bit. They helped young girls from their partner NGO in Mumbai Antranag get a firsthand opportunity to understand various skill set requirements for various jobs when they visited the BookMyShow offices in Mumbai. Also, a fireside chat was organized between select girls from 'YUWA' (Jharkhand), through a Skype Call, and women leaders at BookMyShow, who provided them with guidance and advice from their vast experience to help them understand what it takes to beat the odds and become Women Achievers in the new era.

**Ms. Farzana Cama Balpande, Head- BookASmile,** shared her thoughts on these initiatives and said, "At BookASmile, we constantly strive to enrich lives of the less fortunate across India. This International Women's Day, we are committed to empower women by working closely with our partner NGOs across the country through different initiatives. We believe that through our combined efforts, we will be able to not only bring a smile on their faces but also help them in building better and enriched lives."

**About BookASmile**

BookASmile (BAS) is an initiative run by India's leading online ticketing brand BookMyShow. Created with a vision to support special causes and enrich the lives of the less fortunate across India through the medium of Experiences & Enjoyment. The initiative 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 Sport, Cinema, Arts, Theatre & Music. 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 <https://in.bookmyshow.com/donation/>

### **About BookMyShow**

BookMyShow, a flagship brand of Bigtree Entertainment Pvt. Ltd., is India's largest online entertainment ticketing platform that allows users to book tickets for movies, plays, sports and live events through its website, mobile app and mobile site. Founded in Mumbai (India) in 2007 by three long-time friends - Ashish Hemrajani, Parikshit Dar and Rajesh Balpande, BookMyShow is now present in over 350 towns and cities across India, currently meeting the entertainment demands of over 14 million customers. With support and encouragement from its investors Network 18, Accel Partners and SAIF Partners, BookMyShow continues to innovate in the e-commerce ecosystem of India. For more information, please visit [www.in.bookmyshow.com](http://www.in.bookmyshow.com).

### **Media Contacts:**

Arushi Maheshwari: 8802999023 | [arushi.maheshwari@bookmyshow.com](mailto:arushi.maheshwari@bookmyshow.com)

Kapil Daryani: 9987210099 | [kapil@communicateindia.com](mailto:kapil@communicateindia.com)