

BookMyShow introduces 'MyCoupons'

- Free discount vouchers can be availed at popular eating joints in close proximity to the cinema
- Offering currently in Mumbai and Pune; to be extended to more cities over the next few months



Mumbai, April 27, 2016: BookMyShow (BMS), India's largest entertainment ticketing brand, has introduced 'MyCoupons'- free discount vouchers that can be availed at popular restaurants & cafes that are in close proximity to the cinema you are visiting. The offering is currently available only on www.bookmyshow.com in Mumbai and Pune and users get to choose coupons from a host of restaurants immediately after selecting their seats for a movie. BMS has already partnered with over 100 eateries in these cities including Subway, Café Coffee Day, Baskin-Robbins, Mad Over Donuts, KFC, Pizza Hut etc. to offer such discounts.

On introduction of 'MyCoupons', **Marzdi Kalianiwala, Vice President - Business Intelligence and Marketing, BookMyShow** said, "Usually a movie going experience is coupled with a meal either before or after the show, and this is where BookMyShow wants to add more value for our customers and strengthen the overall proposition. Since we know where and when our customer consumes the content, we can ensure relevant offers are targeted to our users, thus making the overall experience highly contextual."

"The pilot phase in Mumbai and Pune is tracking a fantastic response and we plan to extend this feature to our app as well as to other cities over the next few months", added Marzdi.

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.

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