



BookMyShow invests in Chennai based Fantain Sports

Mumbai, March 10, 2016: BookMyShow, India's largest online entertainment ticketing brand, has acquired a majority stake in Chennai based fan relationship management (FRM) solutions provider, Fantain Sports Pvt. Ltd. Fantain provides fan insights, engagement and monetisation on its proprietary FRM platform specifically catering to sports businesses in India.

BookMyShow, with its immersive content and transactional capabilities will utilise the analytical intelligence of Fantain to gain in-depth knowledge and insights about 'fans', the most vital stakeholder for all sports events. The investment will enable Fantain to build the most complete and robust fan insights in India along with providing it an opportunity to expand its portfolio of offerings within entertainment business.

Speaking about this strategic investment, **Ashish Hemrajani, CEO & Co-Founder, BookMyShow** said, "Sports in India continues to gain immense traction from people all across the country. Since, at BookMyShow, we have always emphasised on delighting users through our offerings and services, our investment in Fantain will further be fruitful in creating more meaningful engagement and unparalleled solutions for sports fans on BookMyShow."

Sharing his views with regards to the investment, **Mr. Anand Ramachandran, CEO & Co-Founder, Fantain Sports** said, "We are delighted that BookMyShow has seen value in the capabilities of Fantain's FRM platform and believe that this strategic investment will help BookMyShow to connect and engage with fans like never before. We are also excited to explore new avenues both across new businesses and new capabilities that widen the base of fan engagement. We look forward to start catering to millions of fans on BookMyShow."

About BookMyShow

BookMyShow, the 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.bookmyshow.com.

About Fantain

Fantain offers Fan engagement through Insights, Activation & Monetisation to its customers. Fantain believes that professional sports should be conducted like any other well run business - with a strong focus on building long standing and mutually rewarding relationship the most vital stakeholder, the Fan. It was founded by three seasoned IT professionals – Anand



Ramachandran, Vivek Venugopalan and Aravind Ramachandran and has been working with some of the leading sports teams in India. Fantain counts Kolkata Knight Riders and SunRisers Hyderabad amongst its customers. For more information visit www.fantain.com

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