BookMyShow partners with Uber to enhance movie-going experience for users

Mumbai, March 21, 2016: BookMyShow, India's largest online entertainment ticketing brand, has partnered with Uber, the smartphone app that has transformed the way people commute in cities, to offer movie enthusiasts a superior movie-going experience. This exclusive partnership will enable BookMyShow users to book an Uber when they buy their movie tickets on the BookMyShow mobile app. Depending upon the time to their movie show, the users will either get an option to 'Ride Now' or to set a reminder to book an Uber for later. Once the user has made their selection to ride in an Uber, they will be directed to the Uber app on the device.

Marzdi Kalianiwala, VP- Business Intelligence & Marketing, BookMyShow said, *"Customers are the reason we exist and we're constantly enhancing our offerings to ensure they are delighted every time they book through BookMyShow. With an intent to make the overall experience for our users friction-less, while providing continuous value addition, we are delighted today to partner with Uber to offer an enhanced movie going experience to all our customers."*

Said **Amit Jain, President, Uber India,** *"Uber offers a convenient alternative to driving for riders going to any event. We are thrilled about the experience this will bring to millions of BookMyShow users as they will get to demand a hassle-free ride at the push of a button."*

The service is currently available only on Android app versions and will be released in batches on the play store over the next few days.

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*.*

About Uber
Uber is evolving the way the world moves. By seamlessly connecting riders to driver partners through its platform, Uber makes cities more accessible, opening up more possibilities for riders and more business opportunities for driver partners. From Uber's founding in 2009 to its launches in over 360 cities in 67 countries today, Uber's rapidly expanding global presence

continues to bring people and their cities closer. Today, the service is available in 26 Indian cities -- more than any other country outside the United States.

http://www.uber.com/

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