



BookMyShow reveals 'A Year at the Movies 2015'

Mumbai, February 15, 2016: BookMyShow, India's largest entertainment ticketing brand, announced 'A Year at the Movies 2015' that lists out the Best movies of 2015, based solely on user ratings and ticket sales on BookMyShow. The lists consist of the Top 100 Box-office hits, Top 10 movies by 9 different languages, 50 Most liked & 20 Least liked movies released in 2015. These ratings are based on the input of consumers who have actually watched the movie, making this a highly credible and trustworthy data point.

Parikshit Dar, Co-Founder, BookMyShow, said "We believe this information to be highly democratic in nature, through which some interesting revelations have come to light. For instance, amongst the Most Liked movies in 2015, none of the top 7 films are Hindi or English; but rather all regional features. Chhello Divas: A New Beginning (Gujarati), Papanasam (Tamil) and Katyar Kaljat Ghusali (Marathi) are top three rated movies by users. By listing these ratings, BookMyShow has been able to gauge ancillary details about the Box-office collections that may not be public knowledge, yet are key to influence buying behavior."

"Every transacting user gets a notification on their smartphones a few minutes after they've watched the movie, asking them to rate the film. The ratings hence become a direct indicator of the film's popularity, and further assist the consumers to make a more informed decision while transacting on BookMyShow. The objective is to enrich the user experience by smartly using technology, and enhance content discovery on the platform", he added.

For more information on the 2015 ratings, log on to <http://in.bookmyshow.com/year/2015/movies/>

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.

Media Contacts:

Kapil Daryani: 9987210099 | kapil@communicateindia.com