

BookMyShow shares its powerful Women's Day message with a Twist

Mumbai, March 8, 2017: BookMyShow decided not to be preachy this Women's Day. Instead, it used its popular YouTube Channel BookMyStyle to deliver a strong message- #wearyourconfidence but with a twist. In collaboration with popular actors Swara Bhaskara and Taapsee Pannu, BookMyStyle conceptualised a 3 minutes 22 second video to encourage women to wear what they feel comfortable in.

BookMyStyle is largely a style guide that has a massive loyal women subscriber base. It largely focuses on solving women's issues and questions related to style and fashion. With this video, they decided to speak about how to dress for different occasions but with a whole new perspective. The entire video was shot and edited in-house and the team that had worked on this idea for a few weeks spent a considerable amount of their time on arriving at the right faces to be a part of the video, before finalising on Swara Bhaskara and Taapsee Pannu. The video, which is now viral, can be viewed here - <https://www.youtube.com/watch?v=xSWFLag7jNs>. It has already received over 1,72,000 (1.72 Lakh) views and has been shared across various platforms and publications.

Monisha Singh Katial, VP- Content and Strategy, BookMyShow said, "We are thrilled with the response that this video has received but we are even more excited and elated that our message has reached thousands of viewers. We are very grateful to Swara Bhaskar and Taapsee Pannu who graciously and readily agreed to be a part of this video as soon as they heard our concept. They both represent women of today, with strong minds and have successfully and on their own made a mark for themselves in the film industry."

On BookMyShow's video strategy, Monisha added, "We keep our strategy simple and create content because we are passionate about it. We largely produce short format videos that are easy to consume, topical, relatable, entertaining and high on engagement."

In addition to BookMyStyle, BookMyShow also creates content for two more YouTube channels - BookMyTV and BookMyBollywood.

About BookMyShow:

BookMyShow, (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 1999 and launched in 2007, BookMyShow is now present in over 400 towns and cities across India, currently meeting the entertainment demands of millions of customers. For more information, please visit www.bookmyshow.com.

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