



BookMyShow, India's largest online entertainment ticketing platform, comes to Sri Lanka

Colombo, August 24, 2016 – BookMyShow, India's largest online entertainment ticketing platform, has set foot in Sri Lanka by becoming the exclusive ticketing partner for the on-going Sri-Lanka v/s Australia cricket series. BookMyShow comes to Sri Lanka after transforming the entertainment ticketing landscape in India, New Zealand & Indonesia and consolidating its position as the market leader.

Cricket enthusiasts will now be able to exclusively book tickets for the upcoming ODIs and T20s on the recently launched website lk.bookmyshow.com. Users will also be able to solve their queries and seek resolution for any grievances by directly chatting with the in-house solutions team. Also by way of this partnership, BookMyShow had managed the offline sales of the complete ticket inventory for the three test matches through the box office it had set up across locations, alongside partnering with select retail outlets.

Ashish Hemrajani, CEO & Co-founder, BookMyShow said, "We are extremely thrilled to have brought BookMyShow to Sri Lanka and there could have been no better introduction than through Cricket. We are excited to offer our services in the country and look forward to implementing the learnings from the Indian market, to the closely resembling Sri Lankan market. Taking from our incisive understanding of the entertainment needs of users, we are now committed to transform the Sri Lankan ticketing experience."

BookMyShow has already automated the ticket sales and implemented a system which allows the event organizers to track ticket sales, revenues generated, venue capacity and other relevant details in real time. On-demand ticket printing, accreditation of staff and the management of gate entry by BookMyShow ensures that only authorized personnel and valid ticket holders are allowed inside the venue premises. BookMyShow will also offer post sales analysis and advise the organizers on fan engagement to generate higher revenues in the future.

The Sri Lankan Cricket Board recently announced its highest ever recorded revenue at the gates from the first two tests played at Pallekele and Galle.

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 350 towns and cities across India, currently meeting the entertainment demands of millions of customers. Recently, it also successfully initiated operations in Indonesia, and was always an

established entertainment ticketing platform in New Zealand. For more information, please visit www.bookmyshow.com

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