

## Tickets go live for Audi Football Summit

- **Bookmyshow.com partners with Audi India for the 'Audi Football Summit'**
- **Tickets for Audi Football Summit go live from 16<sup>th</sup> December only on Bookmyshow.com**
- **Tickets for the match range from Rs. 100 to Rs.3000**
- **Once-in-a-lifetime opportunity for Indian football fans to see the world's best footballers such as Thomas Muller, Philip Lahm, Bastian Schweinsteiger, Franck Ribery, Arjen Robben in India**

**Mumbai, December 15, 2011:** Bookmyshow.com, India's largest entertainment ticketing portal in India partners with Audi India to host the biggest football event in the country, 'Audi Football Summit'. The exhibition match will see the most successful **German club, FC Bayern Muenchen** battling with the **Indian National team**. The match will be held on **10 January, 2012** at the Jawaharlal Nehru Stadium, New Delhi.

The historic match will be a farewell for the Indian football icon, Baichung Bhutia. The proceeds of the event will go to support the quake-affected people in Sikkim.

**On the exclusive association Ashish Hemrajani, Founder and CEO of Bookmyshow.com said,** "We at Bookmyshow.com are in constant pursuit to keep our customers updated with the latest happenings in the country. Our main focus is to deliver superior experience to the customer and to make the entire ticket buying process extremely user friendly and simple. Bookmyshow.com has been proudly associated with a variety of major sporting events that are being held in the country. Such vast events require the best experience including hassle free ticketing and this is where the true strength of BookMyShow lies".

**On this occasion, Mr. Clemens Ollmert, Head Marketing - Audi India said;** "We, at Audi, believe that football is a perfect fit to our brand values and products. The Audi Football Summit in Delhi is a very prestigious event for us; it is the biggest football game in India. We hope to attract millions of Indians to enjoy the game and inspire thousands of children to play football. It is going to be one of the high points for Indian football fan to see the world's best footballers such as Thomas Muller, Philip Lahm, Bastian Schweinsteiger, Franck Ribery, Arjen Robben in India. We are very happy to partner with



BookMyShow.com, the leading entertainment ticketing website in India. With our partners, we want to deliver world class experience to sports lovers and match the expectations of football fans in India and abroad."

Tickets for the match range from **Rs. 100 to Rs.3000** exclusively on [www.Bookmyshow.com](http://www.Bookmyshow.com).

***Tickets going Live on 16 December, 2011***

***Only on [www.bookmyshow.com](http://www.bookmyshow.com)***

### **About Audi**

The Audi model range in India includes Audi A4, Audi A6, Audi A7 Sportback, Audi A8L, Audi Q5, Audi Q7, Audi RS5 Coupé, the super sports car Audi R8 and the Audi R8 Spyder available across the country: in Ahmedabad, Bengaluru, Chandigarh, Chennai, Delhi, Gurgaon, Hyderabad, Indore, Jaipur, Kochi, Kolkata, Ludhiana, Mumbai West, Pune and Surat. Further developments include Coimbatore, Delhi West, Lucknow and Mumbai South.

The Audi Group delivered around 1,092,400 cars of the Audi brand to customers in 2010. The Company posted revenue of € 35.4 billion and an operating profit of € 3.3 billion in 2010. Audi India's countrywide vehicle sales for 2010 were 3,003 cars (81 percent growth). Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). Aurangabad in India saw the start of production of the Audi A6 at the end of 2007, the Audi A4 in early October 2008, the Audi Q5 in July 2010 and the new Audi A6 in June 2011. Production of the new Audi A1 has been running at the Brussels plant since May 2010. The Company is active in more than 100 markets worldwide.

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### **About Bookmyshow.com**

Bigtree Entertainment's Bookmyshow.com is the gateway to the fastest and most secure hassle free booking experience. With 90% market share in e-ticketing, Bookmyshow.com is the market leader in providing ticketing solution for entertainment universe encompassing movies and non-movies options like concerts, plays, stand up acts, live performances and major sporting events. The first of its kind and the most successful online entertainment ticketing solution provider in India, Bookmyshow.com also has offices in New Zealand and Malaysia. It aims to present their clientele most secured, end to end ticketing solution. The cutting edge technology makes the transaction more user friendly and can be quickly



executed via web, mobile applications, WAP or the call center (39895050), giving them multi-platform option and a hassle free booking experience.

Bookmyshow.com also has social media presence on Facebook and Twitter and regularly interacts with customers to announce latest activities, giving away freebies, free screenings, etc. It has also launched "Ticket Buddy", the Prebook Application on Facebook allowing users to book tickets for highly awaited films, much before they open in cinemas.

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