

**Have you ever felt left out when you haven't seen a film and people around you have?
BookMyShow describes the feeling with its new TVC**

Mumbai, December 20, 2017: India's largest online entertainment ticketing platform BookMyShow is back with a television commercial, especially targeted at Hindi speaking markets, just in time for one of the most anticipated blockbusters of the year – Salman Khan and Katrina Kaif starrer 'Tiger Zinda Hai'. With this ad film, conceptualised by BBH India, BookMyShow effortlessly describes how it feels to be left out when you haven't seen a film and others around you have.

BookMyShow arrived at the insight after a detailed consumer research conducted with India's leading research and measurement company Nielsen India. In line with this, the 40 second ad film takes a slice from reality and wonderfully brings alive that feeling of disappointment when a person so willingly walks up to the box office cinema hall only to be told that the shows are houseful or only the front seats are available and then how that person has to resort to information gathered through hearsay to make himself seem pretentiously involved in the discussions surrounding a movie. The film ends with a simple solution to this common problem- just book your tickets on BookMyShow.

The TVC also has a shorter edit and will be supported by digital campaigns in select markets.

Marzdi Kalianiwala, VP- Marketing and Business Intelligence, BookMyShow said, "When we decided to use television as a medium to bring on board new users on BookMyShow, we wanted to come up with a simple film that would resonate with many of us. Conceptualised by BBH India, our ad film has been specifically timed with the release of Tiger Zinda Hai to capture the hype and existing awareness and excitement around the film. We are confident that viewers will find the film's honesty very reassuring and comforting when they see that they are not the only ones to feel left out when they haven't seen a film and that more importantly, there is a solution to this problem- BookMyShow."

Russell Barrett, Chief Creative Officer & Managing Partner, BBH India added, "To start with, we have to thank BookMyShow for a clear, sharp and definite brief. The feeling of missing out in life is universal, it's instinctive and in a world where new things trend every 15 minutes, it's also more relevant now than ever. We have managed to tell a fun story in a memorable, modern and stark way. As a brand that lives in the world of entertainment, an ad for Book My Show, must also be, first and foremost, entertaining as well. This film, conceived of and written by Sapna and Yohan is simple, funny and celebrates both the fans and the movie really very well."

Click here to watch the TVC: https://youtu.be/uTNdB_jcZGs

Notes to the Editor:

Creative Agency: BBH India

- Client: BookMyShow (Bigtree Entertainment Pvt. Ltd.)
Creative Agency: BBH India
- CCO and Managing Partner: Russell Barrett
- CEO and Managing Partner: Subhash Kamath
- Planning Head and Managing Partner: Sanjay Sharma
- Creative Directors - Sapna Ahluwalia, Yohan Daver
- Copywriter - Yohan Daver
- Art Director - Sapna Ahluwalia
- Account Management: Anish Kotian and Rachit Koradia
- Strategy Director: Yudhishtir Agrawal

- Strategist – Pranoy Kanojia
- Executive Producer: Rahul Kulkarni

Production House: Early Man Film

- Director - Abhinav Pratiman
- EP - Anand Menon
- Producer - Amarjeet Phukan
- DOP - Kavin Jagtiani
- Art Director - Mustafa Stationwala
- Costume Designer - Shreya Anand
- Make Up - Rohini Foregard
- Line Producer - Shail Vohra
- First AD - Ravi Shankar
- DA - Tanvi Arora
- AD - Sakshi Bhagat
- Production Manager - Balraj Singh Sandhu and Sanjeev Yadav
- Location Manager - Karan Kirar
- Editor - Prakash Kurup
- Editor Assistant - Navneet Pant
- Online Editor - Soham
- Music Director - Kenny and Rex
- Sound Engineer - Rahul
- Post Supervisor - Gangadhar

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 650 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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