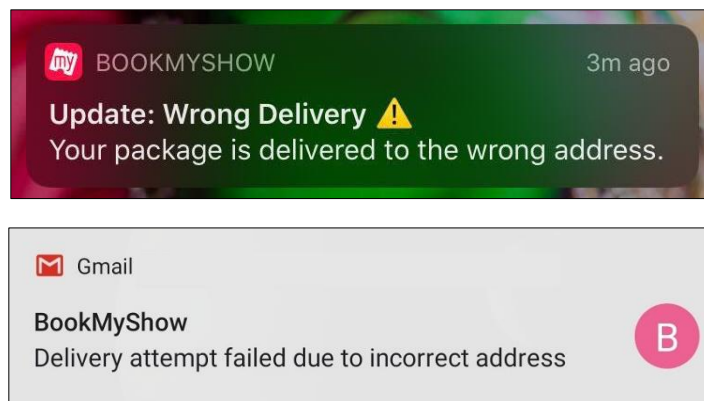


BookMyShow creates buzz with its latest campaign for Good Newwz

Mumbai, December 27, 2019: The last Friday of 2019 is all set to bring to movie lovers some much-needed *Good Newwz*. Starring Akshay Kumar, Kareena Kapoor Khan, Diljit Dosanjh and Kiara Advani, *Good Newwz* has been talk of the town ever since its trailer release in November, with its quirky plotline. Heightening the film's buzz, BookMyShow, India's leading entertainment destination, grabbed millions of eyeballs with its latest campaign.

The campaign, based on the comic caper's hitch of sperm mix-up leading to a comic pregnancy situation, caught attention with its captivating messaging that read **"Update: Wrong Delivery"** and **"Delivery attempt failed due to incorrect address"**. The campaign which was designed in sync with the film's storyline and dabbles with the idea of a wrong package that cannot be returned, was promoted through an ingenious push notification strategy along with targeted emails to millions of users.



BookMyShow's campaign for *Good Newwz* garnered a phenomenal response with the traffic on the platform increasing 10x within the first 30 minutes of the campaign itself. The creative outreach generated an impressive click rate of 4x, when compared to other campaigns of this scale, becoming one of the most successful strategies for the movie's promotion on BookMyShow.

Touted as the biggest goof-up of the year, *Good Newwz* is directed by Raj Mehta and produced by Dharma Productions and Cape Of Good Films. The laughter riot follows the story of two couples who opt for IVF, eventually leading to a series of confusing, rib-tickling situations. After its successful campaign for *Dream Girl*, BookMyShow's campaign for *Good Newwz* is yet another masterstroke from the entertainment destination's stable of creative communication.

About BookMyShow

Launched in 2007, BookMyShow, owned and operated by Big Tree Entertainment Pvt Ltd, is India's leading entertainment destination and the one-stop shop for every out-of-home entertainment need. The firm is present in over 650 towns and cities in India and works with partners across the industry to provide unmatched entertainment experiences to millions of customers. Over the years, the company has evolved from a purely online ticketing platform for movies across 6,000 screens, to end-to-end management of live entertainment events including music concerts, live performances, theatricals, sports and more, all accomplished at par with global standards.

BookMyShow has also built India's largest organic reviews and ratings engine for movies and has driven technology innovations, such as the m-ticket and Movie Mode, impacting tens of millions of users and the



industry at large. With continued support from investors including TPG Growth, Stripes Group, SAIF Partners, Accel and Network18, BookMyShow is invested in providing the best user experience, whether on ground or online. Demonstrating category leadership, BookMyShow has grown beyond India with operations in Dubai, Indonesia, Sri Lanka and Singapore amongst others. The Mumbai-headquartered company counts Ticket Green, Eventifier, Fantain, Masti Tickets, Townscript and Burrp amongst its key investments in the sector. BookMyShow is also committed to society at large, by way of its charity initiative BookASmile, which provides entertainment experiences to the underprivileged. For more information, please visit www.bookmyshow.com

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