



BookMyShow introduces 'Activities'; adds more out-of-home entertainment options for its users

The category to offer information and tickets for experiential activities across the country

Mumbai, December 6, 2018: Enhancing entertainment options for its users, BookMyShow recently added 'Activities' across its platforms. With this, users will now be able to browse through options around Food & Drinks, Nightlife, Amusement Parks, Adventure, Gaming and Unique Tours.

Activity as an option will be active across the country in cities like Mumbai, Delhi NCR, Bengaluru, Hyderabad, Pune, Chennai, Kolkata, Ahmedabad, Indore, Chandigarh, Jaipur, Goa, Kochi, Vizag, Lucknow and many more. It encompasses options ranging from Sunday Brunches, Food Festivals, Karaoke Nights, Ladies Nights and Bollywood Nights to Theme Parks, Water Parks & Resorts, Snow Parks and Gaming Zones along with offering information and tickets for out of city options like Camping, Trekking, Paragliding, Scuba Diving, Helicopter Rides and Hot Air Ballooning amongst others. The category also covers popular vacation spots like Water Sports activities in Goa, Heritage Tours, Kathakali Dance shows in Kochi and many more.

*"Activities is an addition to our already wide-range of out-of-home entertainment options available on BookMyShow. It will offer users a wide variety of experiential activities and events in their city to choose from", said **Albert Almeida, COO-Non-Movies, BookMyShow.** "By giving our large community of users many more options to choose from, we aim to fill a need-gap that exists and provide convenience of booking across a slew of activities. We are confident that the consumption for this category will see an upsurge and further re-inforce our proposition of being a go-to for all forms of out-of-home entertainment."*

BookMyShow Activities also includes ticketing for seasonal festivities like New Year Parties, Christmas Celebrations, Navratri & Durga Puja, Holi Parties, Valentine's Day, Halloween Nights, Hilsa Festival and others. The updated version of BookMyShow is now available across web and app.

~Next time you think of heading out, check out BookMyShow Activities~

About BookMyShow

Over the years, the company has transformed from a purely online ticketing player for movies, sports, plays and events. Today, with presence in over 650 towns and cities in India, BookMyShow works with partners across the industry to provide unmatched entertainment experiences to millions of customers, on par with global entertainment standards. It is constantly innovating to increase its ownership share in the Indian entertainment value chain by relying heavily on its analytic capabilities and incisive understanding of customers. Along the way BookMyShow has produced music concerts and theatricals, introduced audio entertainment service Jukebox, built India's largest organic reviews and ratings engine for movies and has driven technology innovations, such as the m-ticket, impacting both users and the industry at large.

Since its launch in 2007, BookMyShow has been committed to its customers. With continued support from investors TPG Growth, Stripes Group, SAIF Partners, Accel Partners and Network 18 (Reliance), BookMyShow (which is part of Bigtree Entertainment, founded in Mumbai in 1999), is invested in providing the best user experience, whether it's on ground at an event or online. Demonstrating category leadership, BookMyShow has expanded its operations to Sri Lanka and Indonesia and has invested in companies including Do-It-Yourself events registration and ticketing platform Townscript and Fantain, a fantasy sports platform for Cricket and Kabaddi. It is also committed to society at large by way of their charity initiative BookASmile, which provides entertainment experiences to the underprivileged. For more information, please visit www.bookmyshow.com



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