



BookmyShow.com sells more than 90,000 Formula 1 Indian Grand Prix 2011 tickets

Bookmyshow.com - the official ticketing partner for Formula 1 Grand Prix , India

Mumbai, October 30, 2011: Bookmyshow.com the only ticketing partner for the Formula 1 has seen tremendous ticket sales of **over 90,000 tickets sold**, covering more than **80% of the occupancy** of the venue. According to sales figures on BookMyShow.com, DEHLI-NCR has contributed more than 50% of the sales followed by other metros.

Unveiling the F1 trend, Mr. Ashish Hemrajani, Founder and CEO, Bigtree Entertainment Pvt. Ltd; said, *"The response to the ticketing for Indian Grand Prix has been phenomenal. It's shocking to see that more than 90% of the sales have been recorded from India and rest through sports tourism, travel packages etc. Surprisingly the response for F1 has been more tremendous compared to the World Cup and IPL. BookmyShow.com has been associated with all major sporting events taking place in the country and our association with Indian Grand Prix has strengthened our portfolio in the world of sports. Other sports apart from cricket are seeing a surge in popularity in India"*

The F1 tickets were priced between **Rs. 25 000 Rs 35, 000** for all the three matches. Fans who only wanted to watch the final race could buy a Grandstand ticket for **Rs 15,000 instead of Rs 35,000** for the three-day package. Similarly, a seat in the classic stand was for **Rs 4,000 for the Final race day against Rs 6,500** for three days. A single day ticket for the two open picnic stands was for **Rs 3,000 whereas the overall package came to Rs 6,000**. The offer was not valid for the premium stand, located next to the grandstand. A three-day premium stand ticket was priced at Rs 12,500.

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.