

BookMyShow brings elrow, the world's craziest party, to India!

The day-long pop-up party comes to town this March...get ready to celebrate the Samba way!

--Tickets to be exclusively available on BookMyShow starting this week--



Mumbai, February 11, 2019: Let you hair loose as the craziest party comes to Mumbai this March! After spreading its wild take on fun and fiesta across 34 countries and 84 cities, **elrow**, the most unique party debuts in India on Saturday, March 16th. Brought to India by BookMyShow, elrow's India debut will be based on its world famous Samba theme 'Sambowdromo do Brasil'.

What can you expect from this extravaganza? Pulsating rhythms, confetti, inflatables, lost explorers and fun-loving jungle dwellers amidst Brazilian rain forests, samba and carnival! What's more? Specially curated food and cocktails - a complete crazy party experience in India.

Commenting on bringing yet another brand new global entertainment experience to India, **Albert Almeida, COO – Live Entertainment, BookMyShow**, said, "As we continue to provide world class entertainment to our consumers, elrow marks BookMyShow's entry into yet another unexplored genre of out-of-home entertainment in India. Over 80 cities across the globe have experienced and loved elrow and we are excited to work with them on their India debut. With elrow's unmatched experience in the live entertainment ecosystem and BookMyShow's deep understanding of this market and user preferences we are all set to deliver elrow's successful maiden India party. Through this association, we are another step closer to strengthening India's position on the global live events and entertainment map."

The 8 hour long party will be hosted in a specially designed air-conditioned hangar at the centrally located MMRDA grounds.

On their India debut, **Juan Jr, CEO, elrow** said, "We are very excited to hold the first elrow party in Mumbai. With India being one of the largest growing markets globally for entertainment, it is both, a mission and a fun experience for us. With the country's leading entertainment destination BookMyShow besides us, we are confident that elrow's India execution will be flawless. After having

led our international expansion through 2018, entering 2019 with India is a natural move for elrow. We sincerely look forward to embracing the Indian market and hope our show will wow our Indian fans.”

Kunal Khambhati, Head of Live Events and IP, BookMyShow said, “elrow is the promise of a great party celebrating wonder and freedom that will take Indian live entertainment higher by several notches. *Sambowdromo do Brasil* is one of their most contagious themes and we are excited to bring it to India. We are confident that party lovers will thoroughly enjoy this experience, irrespective of whether they are regulars or first-timers. elrow will bring with it a day where spectacle, music, colour and happiness will make for one massively entertaining experience.”

As elrow’s Sambowdromo do Brasil goes, “Just grab a few feathers, steal your creepy uncle’s boa constrictor, and start working those hips, Samba style!”

For all live updates, click here- <https://in.bookmyshow.com/special/elrow-mumbai-sambowdromo-do-brasil/ET00096024?webview=true>

About Sambowdromo do Brasil

Bring your jungle camouflage because you’ll be in the thick of one. And don’t worry if you get lost too, because you’ll be surrounded by tropical life at every step. But don’t think you can just lay back and relax, because we bring a wild Brazilian street party to the jungle. Not only will you stamp your feet to our electronic beats mixed with a bit of jungle rhythm, but we are going full Brazilian with Samba and some Batucada. Although you will be miles from civilization, whistle and out will pop a troupe of Samba dancers, a few carnival floats, drummers, footballers and even some shanty town party people, bearing gifts like cassava snacks as well as other Brazilian delicacies. These performers should be just as impressed with your outfit as you are with theirs. Just grab a few feathers, steal your creepy uncle’s boa constrictor, and start working those hips, Samba style.

About elrow

elrow is an award-winning experiential event concept and party series founded in 2010 by Cruz and Juan Arnau Lasierra; the sixth generation from a dynasty of entrepreneurs also responsible for creating Monegros Festival and legendary Club Florida 135 in Fraga, Spain. From their head-quarters in Barcelona, elrow have taken the world by storm with their unforgettable party style, pairing elaborate production, interactive performers and zany characters with the best electronic music, placing them as a global reference for circus inspired parties with tickets to the visual spectacles usually selling out in minutes. A myriad of different themes and concepts make up elrow’s zeitgeist with sub-brands including ‘Rowlympics’; their own take on the Olympic games, their Brazilian jungle carnival theme, ‘Sambodromo de Brasil’ and flag-ship theme ‘Singer morning’.

With lauded residencies in Ibiza, Madrid, London and Amsterdam already in place, 2017 has seen a game-changing partnership with live entertainment platform, Providence-Superstruct, allowing elrow to push to new heights with a Shanghai debut and a festival-scale event at the Queen Elizabeth Olympic Park in August.

Links:

www.elrow.com

www.facebook.com/elrowofficial

www.twitter.com/elrow

www.youtube.com/user/ElRowChannel

www.instagram.com/elrowofficial/

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, 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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