

## I AM KING: The Michael Jackson Experience comes to a city near you

~After successful shows across the globe, BookMyShow along with L.A.T. bring the musical tribute to India for the first time~

~Tickets to be exclusively available on BookMyShow starting today~



**MUMBAI, February 1, 2019:**

***"Some people are artists. Some, themselves, are art."***

There could not be a better way to put into words the evergreen pop legend Michael Jackson.

After its resounding success across the world, I AM KING - The Michael Jackson Experience makes its way to India to offer audiences, a slice of MJ's magic. BookMyShow along with Live At The... is bringing the Jackson's magical experience as a music and dance tribute to the legendary artist – the closest you can get to seeing the King of Pop live in concert!

Having performed to millions of fans worldwide and in Las Vegas, the show will feature Michael Jackson tribute artists belting out some of his popular hits live while setting the dance floor on fire with the moonwalk and MJ's signature dance moves, taking audiences on a visual journey into the world of the legendary performer.

The shows will feature an incredible cast of talented musicians, Broadway and Las Vegas dancers who will bring Jackson to life in an explosion of unmatched energetic perfection. The performance will be led by Michael Firestone, hailed by fans and critics alike, as the heir apparent to Michael Jackson in look, performance and authenticity. Firestone was chosen as one of two official MJ impersonators for the Michael Jackson Laser Spectacular shows in theatres and casinos all over USA and Canada including the Tacoma Dome.

Speaking about getting I AM KING to India, **Kunal Khambhati, Head- Live Events & IP, BookMyShow** said, *“Michael Jackson was not just a legendary pop artist but a phenomenon that took the world by storm. His music and dance styles find home in every corner of India and we are absolutely delighted to bring I AM KING to the country. The show has left everyone spellbound across the globe and we are honoured to roll out its grand India debut.”*

The performance in India will be held across seven shows at Mumbai’s National Centre for the Performing Arts (NCPA) and Bengaluru’s St. John's Auditorium starting March 13th until March 17<sup>th</sup>. Tickets for the shows will be available exclusively on BookMyShow.

I AM KING will feature amazing renditions of Jackson’s biggest hits including “Bad”, “Billie Jean”, “Thriller”, “Man in the Mirror”, “Human Nature” and many more.

---

#### **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](http://www.bookmyshow.com)

#### **About Live At The**

L.A.T., an acronym for Live At The, is an event company that specialises in creating event IP's and event execution. They run events in the comedy, music, lifestyle and f&b space and are known for successful events like Tapped, India's first and biggest craft beer festival, Ziziland Jazz Festival, Naked Comedy Festival & The Music Arena.

#### **For further details, please contact:**

Supraja Srinivasan | [supraja.srinivasan@bookmyshow.com](mailto:supraja.srinivasan@bookmyshow.com) | +91-99306 81998  
Jaanhavi Dhokariya | [jaanhavi.dhokariya@bookmyshow.com](mailto:jaanhavi.dhokariya@bookmyshow.com) | +91-75063 40552  
Avni Jesrani | [avni.jesrani@genesis-bcw.com](mailto:avni.jesrani@genesis-bcw.com) | +91-82916 41669