



The Josh is at an all-time high as BookMyShow sells 5 million tickets for 2019's first blockbuster *Uri: The Surgical Strike*

Mumbai, February 11, 2018: Aditya Dhar's directorial debut *Uri: The Surgical Strike* has been the cynosure of all eyes since its trailer release. In what reflects immense appreciation for the film across the country, BookMyShow, India's leading entertainment destination, has sold over 5 million tickets for *Uri: The Surgical Strike*.

Blowing past expectations, the film scorched the screens, going from a fantastic first weekend to entering the coveted Rs 200 crore club recently, proving yet again that content-driven films continue to win at the box office. The film has been showered with great reviews and a strong word of mouth, aiding the film's growth, week-on-week. A large section of BookMyShow users actively rated the film at a consistent average of 90%.

Speaking about the response that the film has received, **Ashish Saxena, COO - Cinemas, BookMyShow** said, "*Uri is undoubtedly the first blockbuster of this year! Its impressive box-office collections along with a strong performance on BookMyShow is a testament of millions of movie-goers' preference to reach out to us to watch their favourite films, week after week. With a strong narrative and technical prowess, the film has proved that good content wins over everything. Uri has been enjoying its much-deserved fame and continues to grow stronger.*"

Ronnie Screwvala, RSVP said, "*Uri has been an inspirational movie for so many, and loved by many more and that is the most gratifying experience for RSVP, the director, the cast and the entire team that made this happen. That the movie also worked at the Box office is a true Salute to our audiences in India and around the world. 5 million tickets of Uri sold on BookMyShow is indeed a statement of how successful the platform is. We are proud of our ongoing collaboration with BMS and look forward to many more.*"

Starring Vicky Kaushal in the lead, *Uri: The Surgical Strike* is based on the real-life surgical strike undertaken by the Indian Army in PoK in 2016.

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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