

Press Release

Justin Bieber ticket sales to go live on Feb 22 exclusively on BookMyShow

- **Sale to begin at 12 noon**
- **Tickets will be priced INR 4000 upwards**

Mumbai, February 20, 2017: BookMyShow today announced that it will begin the ticket sales for global pop sensation Justin Bieber's maiden India concert on February 22, 2017 at 12 noon across all its platforms. Grammy award winner Justin Bieber will perform in front of his Indian fans for the first time on May 10, 2017 at DY Patil Stadium in Mumbai as part of his Purpose World Tour.

BookMyShow, which has redefined online entertainment ticketing in India, has also consolidated its position as the exclusive and preferred ticketing partner for some of the biggest entertainment events in the country. For Justin Bieber's Purpose World Tour to India, BookMyShow will sell tickets across three phases through its website and app which will be priced INR 4000 upwards. People who earlier registered with BookMyShow for this event will be given preference as part of which they will be allowed to purchase from limited tickets for the event beginning February 21, 2017, 12 noon onwards. There are also limited hospitality tickets which will be sold through BookMyShow. These are special tickets which will offer varied benefits including Food & Beverage options.

BookMyShow will implement virtual *queue management* during online ticket sales to manage and organize traffic on its platforms. It has also set up a separate extension for users reaching out to the BookMyShow contact centre for any event related queries i.e. 022-61445050 (Extn-5). To make the overall experience more amazing, BookMyShow will be giving smart RFID cards which can be used by attendees at the arena to purchase their refreshments during the event.

BookMyShow will also provide end to end ticketing solutions for the mega event right from ticket printing to their home delivery. As part of the solutions offered, BookMyShow will also oversee and handle on-ground management of the event which will include gate entry management via automated gates using turnstiles.

Ashish Hemrajani, CEO and Co-founder, BookMyShow said, "BookMyShow is trying to build out India as an emerging live entertainment destination which is already showing promise and appetite for international music artists. We are helping create a fan base in the second most populous nation with a growing middle class and the largest English speaking population in the world. Our commitment is to ensure a transparent, safe and constant opportunity to the fans in India, and are delighted to be partnering in brining Justin Bieber's maiden concert to India. The event promises to be among the biggest musical acts in the recent times and we are determined to make it a phenomenal success."

About BookMyShow

BookMyShow, (Bigtree Entertainment Pvt. Ltd.), is India's largest online entertainment ticketing platform that allows users to book tickets for movies, plays, sports and live events through its website, mobile app and mobile site. Founded in Mumbai (India) in 1999 and launched in 2007, BookMyShow is now present in over 350 towns and cities across India, currently meeting the entertainment demands of millions of customers. For more information, please visit www.bookmyshow.com.

About Purpose World Tour

Purpose is Justin Bieber's first album in two years. Right after its release, Purpose was the most streamed album on Spotify in one week with What Do You Mean as the most played song. The Purpose World Tour has already mesmerized fans and critics alike across the United States, Canada and Japan last year. This year, apart from India, the Asia leg of the tour comprises Tel Aviv in Israel and Dubai in the United Arab Emirates.

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