

Disney's Aladdin - The Spectacular Broadway-Style Musical To Light Up The Indian Stage With BookMyShow

- Produced by BookMyShow, the musical will premiere at Mumbai's NCPA in April 2018 –

Mumbai, February 27, 2018: The stage is set for Indian audiences to experience the spectacular Broadway-style musical, Disney's Aladdin. BookMyShow is the producer with exclusive rights for the Indian production of this Disney smash hit and will bring to life the magic of this fable for the first time on the Indian stage. The spectacular musical will premiere at Mumbai's National Centre for the Performing Arts (NCPA) in April 2018.

In 2015 & 2016, Indian audiences were mesmerized with India's first-ever Broadway-style musical, Disney's Beauty and the Beast. With astounding local talent, stunning sets and breathtaking performances, the musical had registered sold out shows in both its seasons.

Disney's Aladdin, the classic fantasy production, has already enchanted audiences in the United States, United Kingdom, Australia and Japan. And now, the incredible spectacle will be reimagined and developed by the best of Indian talent to make it locally relevant, without losing the original essence of the Broadway show. This time, India will locally produce a completely original, non-replica version of Aladdin The musical which promises to set new standards for live entertainment in our country! The show will also travel to Delhi and Hyderabad.

Given the high anticipation among audiences for Disney's Aladdin, Ashish Hemrajani from BookMyShow, Abhishek Maheshwari & Vikrant Pawar from Disney India unveiled the first look of the musical today.

"The live entertainment standards in India are rapidly catching up with the rest of the world and BookMyShow is proud to have been continuously playing its part in this transformative journey. We are absolutely excited to produce the Indian stage version of Disney's Aladdin which will open its doors to the audiences in just a few months from now. It promises to be an extravagant visual feast, filled with music, joy, and loads of theatrical magic," said **Ashish Hemrajani, CEO and Founder, BookMyShow.**

"Disney stories are timeless and have a special meaning for everyone in the family. Stories like Aladdin and Beauty and the Beast are universal and can engage fans everywhere. In India, we are committed to developing world-class entertainment that families can relate to and become a part of their everyday lives. We partnered with BookMyShow, given their deep understanding of the local audience and their quality of consumer engagement," said **Abhishek Maheshwari, Country Head – Disney India.**

The Indian production boasts of extravagant sets, lavish costumes, beautifully choreographed sequences, mesmerizing special effects and the flying magic carpet, which will instantly transport the audiences into the magical world of Agrabah. Over 50 performers will weave the enchanting story on stage, taking the viewers on the fun-filled adventures of Aladdin and making this musical a unique experience.

"Disney's Aladdin will be reimagined locally with an all Indian cast and creative talent. The story of Aladdin has universal appeal and is highly popular with the Indian audiences. The musical is an entertaining celebration of Aladdin's love for Jasmine and his friendship with Genie. This thrilling



new production filled with magic, humour and breathtaking spectacle will transport fans to a whole new world,” said **Vikranth Pawar, Head - Live Entertainment & Local Content Studio, Disney India.**

Originally produced by Disney Theatrical Productions, the show features music by Tony Award and eight time Oscar® winner Alan Menken (Beauty and the Beast, Newsies, Sister Act, Little Shop of Horrors), lyrics by two-time Oscar winner Howard Ashman (Beauty and the Beast, The Little Mermaid) and three-time Tony Award and three-time Oscar winner Tim Rice (Evita, Aida).

At the helm of the Indian production are Shruti Sharma (Director), Shampa Gopikrishna and Bertwin D’Souza (Choreographers), Varsha Jain (Production Designer), Gaviin Miguel (Costume Designer), Dhruv Ghanekar (Music Director) and Suzane D’Mello (Vocal Coach)

The talented actors who will bring to life this iconic tale on stage include Siddharth Menon (Aladdin), Taaruk Raina (Aladdin), Kira Narayanan (Jasmine), Mantra (Genie), Roshan Abbas (Jafar) and Vikrant Chaturvedi (Jafar).

The registrations for the Disney’s Aladdin musical will go live on BookMyShow tomorrow, February 28, 2018. The registered users will be able to buy their tickets during an exclusive pre-sale window.

For further details, please contact:

Arushi Maheshwari | arushi.maheshwari@bookmyshow.com | +91-8802999023
Natasha Kini | natasha.kini@bm.com | +91 9820227972
Avni Jesrani | avni.jesrani@bm.com | +91 82916 41669
Namita Jadhav | namita.jadhav@disney.com | +91 9820547660

Notes to the Editor:

Aladdin Story Synopsis: Set in the town of Agrabah, Princess Jasmine is feeling hemmed in by her father’s desire to find her a royal groom. Meanwhile, the Sultan’s right-hand man, Jafar, is plotting to take over the throne. When Jasmine sneaks out of the palace incognito, she forms an instant connection with Aladdin, a charming street urchin and reformed thief. After being discovered together, Aladdin is set to be punished, but Jafar saves him by ordering him to fetch a lamp from the Cave of Wonders. Where there’s a lamp, there’s a Genie, and once Aladdin unwittingly lets this one out, anything can happen!!

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 650 towns and cities across India, currently meeting the entertainment demands of millions of customers. For more information, please visit www.in.bookmyshow.com.

Disney India:

The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international entertainment and media enterprise with four business segments: Studio Entertainment, Parks and Resorts, Media Networks, and Consumer Products and Interactive Media. In July 2004, Disney opened its first office in Mumbai and has significantly expanded its operations to include five locations across the country. The company has a broad range of businesses in the country including Studio Entertainment and Distribution, TV Networks, Consumer Products, Digital and Interactive Media, and Mobile Gaming. Building around core brands Disney, Pixar, Marvel and Star Wars, and local brands UTV, bindass and Hungama, the organization is dedicated to creating



high quality branded entertainment experiences for Indian consumers. In October 2017, TWDC India merged under a South Asian hub integrating TWDC Singapore, Malaysia, Indonesia, Thailand, the

Philippines and Vietnam. In 2015, The Walt Disney Company was ranked #1 in the category of effectiveness in conducting a global business in Fortune Magazine's Annual World's Most Admired Companies survey— a testament to the Company's strategy to successfully expand the brand and its franchises beyond North America. For more information about The Walt Disney Company please visit: <https://thewaltdisneycompany.com>

DISNEY THEATRICAL PRODUCTIONS (DTP) operates under the direction of Thomas Schumacher and is among the world's most successful commercial theatre enterprises, bringing live entertainment events to a global annual audience of more than 19 million people in more than 50 countries. Under the Disney Theatrical Productions banner, the group produces and licenses Broadway productions around the world, including *Beauty and the Beast*, *The Lion King*, Elton John & Tim Rice's *Aida*, *TARZAN*®, *Mary Poppins*, a co-production with Cameron Mackintosh, *The Little Mermaid*, *Peter and the Starcatcher*, *Newsies*, and *Aladdin*. *Frozen*, based on the Academy Award®-winning film, will open on Broadway in 2018. Other successful stage musical ventures have included the Olivier-nominated London hit *Shakespeare in Love*, stage productions of Disney's *High School Musical*, *Der Glöckner Von Notre Dame* in Berlin, and *King David* in concert. DTP has collaborated with the country's leading regional theatres to develop new stage titles including *The Jungle Book*, *The Hunchback of Notre Dame* and *Freaky Friday*.