

Gear up for digital sensation Ben Phillips' India debut!

Brought to India by BookMyShow and ITP Live, Ben will interact with his fans in an intimate meet and greet session

BEN PHILLIPS
INDIA TOUR

TOTAL: 22 MILLION FOLLOWERS ITP LIVE

BROUGHT TO YOU BY
bookmyshow

10th Feb, Mumbai
Bal Gandharva Rang Mandir Bandra (W)

Tickets available on
bookmyshow

MUMBAI, February 4, 2019: Ever wondered what it takes to make people believe that everything happening around is for real when it's actually far from reality? Add to that, a sibling who keeps you at the centre of all his epic pranks, all the time! 22 million people have expressed their love for such a prankster, and we are hardly surprised.

Presenting the globally loved prankster Ben Phillips himself, BookMyShow and ITP Live are here to turn your weekend into a laughter riot. The YouTube, Vine and Instagram sensation is making his India debut in Mumbai on February 10th and we can't think of any reason for you to miss this! There's more! You can even meet the digital star and flaunt it on your social media account. Believe us, this is not a prank!

Ben Phillips' India Tour is the latest addition to BookMyShow's array of offerings as it brings the best of entertainment for all its users. The leading entertainment platform has been home to world-class experiences and Ben's India Tour is a part of the company's endeavour to constantly provide its audiences with relevant and trending genres of entertainment across Indian and International talent.

DID YOU KNOW?

- Ben Phillips racked up an astonishing 5 billion views on Facebook. This means either three quarters of the entire population of the world have watched his videos, or every single person on Facebook has...FIVE TIMES!
- He has more Facebook fans than Simon Cowell, James Corden, Rita Ora, Stormzy, Ricky Gervais, and Ant and Dec
- Ben is also 5 times more popular than Prince Harry.
- He leads a hugely successful British Comedy reality entertainment program called Ben Phillips Blows Up which follows him and his friends as they prank his brother
- Not only this, he's created chart topping apps, designed a sold out clothing range and turned his most famous pranks into animation



Date: Sunday, February 10, 2019

Venue: Bal Gandharva Rang Mandir, Bandra(W), Mumbai

What's in for you: Meet & Greet with Ben Phillips

Book tickets exclusively on: <https://in.bookmyshow.com/events/ben-phillips-live-cinematic-experience/ET00095300>

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

About ITP Live

Launched in 2017, ITP Live is the full service influencer marketing and talent management agency division of ITP Media Group. From exclusively managing digital content creators in the Middle East to working with the biggest names in talent worldwide, ITP Live provides new content creation opportunities for commercial partners. ITP Live is responsible for conceptualizing and executing 360 degree influencer marketing campaigns, as well as and organizing bespoke events with global influencers and celebrities for multinational brands.

For further details, please contact:

Supraja Srinivasan | supraja.srinivasan@bookmyshow.com | +91-99306 81998

Jaanhavi Dhokariya | jaanhavi.dhokariya@bookmyshow.com | +91-75063 40552

Avni Jesrani | avni.jesrani@genesis-bcw.com | +91-82916 41669