



BookMyShow takes a step towards sustainable entertainment with 'The Grub Fest' as Bengaluru comes up next!

India's premier entertainment and food festival marks its Bengaluru debut on February 22-23

National, February 20, 2020: After introducing eco-friendly and reusable cups at *U2: The Joshua Tree Tour*, an initiative that was applauded by consumers on-ground and across social media, BookMyShow, India's leading entertainment destination, has taken yet another step towards making live entertainment experiences not just enjoyable but also environment-friendly and sustainable. At the recently concluded edition of *The Grub Fest* in Mumbai, BookMyShow partnered with event waste management agency 'Skrap' for reducing environmental impact through sustainable waste management.

BookMyShow along with Skrap **collected over 300 kgs** of excess edible food from **over 60 food stalls** across two days at The Grub Fest, Mumbai. With the help of donation partners **Feeding India**, the excess food was collected and packed hygienically and then distributed to on-site workers as also low-income communities across the suburbs of Mumbai. The initiative helped BookMyShow restrict food wastage as also enable its reach to needy & deserving communities in the city.

The Grub Fest also witnessed an end-to-end waste management system for all waste generated during the event including **compostable plates, food scraps, plastic bottles, paper cups, cardboard boxes**, etc through a **two-bin waste segregation system** that was set up. The system was installed at the festival's Mumbai venue, where food stalls and the housekeeping team worked together to participate in this initiative. With consolidated efforts, around **1.5 tonnes of recyclable waste** was segregated, sorted and forwarded to a collection & processing centre along with **1.3 tonnes of biodegradable waste** that was sent for composting. Additionally, **over 250 kgs of non-recyclable materials** were sent to the processing centre as co-processing waste for cement factories.

All these measures collectively led to **90% of the waste generated at The Grub Fest getting diverted away from the landfills**. Post a successful initiative to make **The Grub Fest Mumbai** a sustainable entertainment experience, BookMyShow will replicate this initiative at **The Grub Fest – Bengaluru on February 22nd-23rd**.

After satiating the appetite of over **45,000 patrons** across Delhi and Mumbai, BookMyShow will introduce **Namma Bengaluru** to the first ever edition of '**The Grub Fest**' this weekend. With delectable Indian and global cuisines, foot-tapping music, and unlimited entertainment, India's premier entertainment and food festival will find a home at **Bengaluru's Jayamaharaj Palace Hotel**.

The festival is poised to attract tens of thousands of visitors in Bengaluru over the weekend, bringing together the best of food and entertainment. Patrons in Bengaluru will get a chance to experience live performances headlined by artists including **Juggy D, Lisa Mishra, Anand Bhaskar Collective, Best Kept Secret, When Chai Met Toast** and **Lagori**, whilst indulging in gut-friendly finger foods, vegan choices and fusion dishes.

Bengaluru's maiden edition of *The Grub Fest* will be followed by a much-awaited debut in Kolkata on March 7-8 at PC Chandra Grounds. Marking the culmination of the fest, this ultimate out-of-home entertainment and gourmet experience will make its way back to Delhi on April 3rd-4th at The JLN Stadium.

~Tickets for 'The Grub Fest' are available exclusively on BookMyShow~



About BookMyShow

Launched in 2007, BookMyShow, owned and operated by Big Tree Entertainment Pvt Ltd, is India's leading entertainment destination and the one-stop shop for every out-of-home entertainment need. The firm is present in over 650 towns and cities in India and works with partners across the industry to provide unmatched entertainment experiences to millions of customers. Over the years, the company has evolved from a purely online ticketing platform for movies across 6,000 screens, to end-to-end management of live entertainment events including music concerts, live performances, theatricals, sports and more, all accomplished at par with global standards.

BookMyShow has also built India's largest organic reviews and ratings engine for movies and has driven technology innovations, such as the m-ticket and Movie Mode, impacting tens of millions of users and the industry at large. With continued support from investors including TPG Growth, Stripes Group, SAIF Partners, Accel and Network18, BookMyShow is invested in providing the best user experience, whether on the ground or online. Demonstrating category leadership, BookMyShow has grown beyond India with operations in Dubai, Indonesia, Sri Lanka and Singapore amongst others. The Mumbai-headquartered company counts Ticket Green, Eventifier, Fantain, Masti Tickets, Townscript and Burrp amongst its key investments in the sector. BookMyShow is also committed to society at large, by way of its charity initiative BookASmile, which provides entertainment experiences to the underprivileged. For more information, please visit www.bookmyshow.com

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