



## **BookMyShow sells over 5.5 million tickets for *Tanhaji – The Unsung Warrior***

*Contributes over INR 100 crore to the film's resounding box office success*

**Mumbai, February 6, 2020:** After leaving cash registers ringing and setting box office records, Ajay Devgn's latest outing *Tanhaji - The Unsung Warrior* hits yet another milestone on BookMyShow, India's leading entertainment destination. The platform has sold over 5.5 million tickets for the Maratha battlefield drama, contributing over 40% of the film's overall net box office collection so far.

*Tanhaji - The Unsung Warrior* has been successful in attracting audiences to theatres across the country, becoming Ajay Devgn's highest-grossing film. A reflection of the film's popularity is its performance on BookMyShow, with the platform backing the film with a mammoth contribution of INR 100 crore.

**Ashish Saxena, COO - Cinemas, BookMyShow** said, *"Tanhaji – The Unsung Warrior' has been an absolute crowd favourite and we are thrilled to have made such an impactful contribution to the film of more than 40% of its box office collection, selling over 5.5 million tickets. The film's phenomenal performance on BookMyShow not only reflects its popularity but is also a testament to how millions of movie-goers prefer to book with us, week after week. Our vast data base coupled with user analytics ensures precise and targeted marketing, consequently resulting in high occupancy levels for all cinemas across the country."*

**Ajay Devgn**, who plays the title role in the film commented, *"We are thrilled to have received such an overwhelming response for 'Tanhaji – The Unsung Warrior', with people booking tickets in such huge numbers on BookMyShow. The dedicated widget on the platform took the engagement level a notch higher, even before people stepped into the theatres."*

**Bhushan Kumar, T-Series** said, *"We are humbled to have received such a phenomenal response for Tanhaji - The Unsung Warrior from audiences across the country. We are grateful to have found a like-minded partner in BookMyShow who supported us throughout to make the film a resounding success with the platform's impeccable data intelligence and analytics. We look forward to more successful collaborations and achieving more milestones together in our journey at the cinemas."*

Starting the year with a bang, BookMyShow recently created several landmark moments by selling 2.1 million tickets for a single day on January 12th, 2020, the highest ever on the platform. BookMyShow also had a dream run crossing one million tickets sold each day for seven consecutive days ending January 16th, hitting a new record. This was aided by release of movies such as *Tanhaji – The Unsung Warrior*, *Chhapaak*, *Darbar* (Tamil, Telugu and Hindi), *Ala Vaikunthapurramloo* (Telugu) and *Sarileru Neekevaaru* (Telugu).

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### **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 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](http://www.bookmyshow.com)

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