

BookMyShow sells close to 5 million tickets for Padmaavat

Expects February to be a great month for movies business with films like Padman, Aiyaari lined up

Mumbai, February 5, 2018: BookMyShow, India's largest online entertainment ticketing platform, said that it has alone sold close to 5 million tickets for Padmaavat since the release of the film on January 26, 2018. The Deepika Padukone, Ranveer Singh, Shahid Kapoor starrer enjoyed a two week clear run at the box-office, though a few cities were not part of the release.

BookMyShow, the category leader in online movie ticketing, contributed over 60% of Padmaavat's opening weekend collection – a staggering contribution for a blockbuster release – achieving over INR 100 Crore collection on BookMyShow. The Sanjay Leela Bhansali magnum opus sold tickets across 340 cities and towns and was released in Hindi, Tamil and Telugu, in 2D, 3D and IMAX. The film's first ticket was booked from Jharsuguda in Odisha, while maximum number of tickets for Padmaavat were sold in Mumbai, followed by Delhi, Hyderabad and Bengaluru.

Padmaavat, which was clearly the movie of the month for the Indian film industry, contributed to over 35% of the total movie ticket sales on BookMyShow in the month. BookMyShow also rolled out an ad film ([BookMyShow TV Ad | Touchy Topic](#)) and a digital film ([BookMyShow Video Ad | Padmaavat – Jao Book Now](#)) around the movie which was viewed and shared by millions of movie lovers across the country.

Marzdi Kalianiwala, VP- Marketing and Business Intelligence, BookMyShow said, "Padmaavat has definitely given the movies business a great start this year. BookMyShow sold over 500 tickets a minute, making our contribution as high as over 60% to the film's opening weekend collection. With some exciting releases lined up, we do expect February to be a good month for the movies business."

"As market leaders, we also continue to work closely with production houses and movie theatres to increase footfalls, and drive ticket sales – in line with our endeavour to increase the overall share of online movie ticketing in India. Our extensive marketing strategies, backed by real time user engagement data and incisive understanding of the entertainment industry, allows us to play a larger role in the growth of the overall category", added Marzdi.

In 2017, close to 1500 films were listed on BookMyShow. For mega blockbusters like Baahubali 2, BookMyShow alone sold over 16 million tickets.

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.

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