BookMyShow starts the New year on a high; sets new records this Republic Day

- **Clocks highest sales ever for movie shows on a single day; sells 1.2 million tickets for shows on Jan 26ᵗʰ**
- **Contributes approximately 1/3rd to the opening weekend collection of two mega blockbusters Raees and Kaabil**

Mumbai, January 31, 2017: BookMyShow set a new record for single day show sales by selling over 1.2 million tickets for shows on Republic Day. BookMyShow clocked an approximate 20% increase over its previous high set only in December 2016 during Dangal's opening weekend. With this achievement, BookMyShow also contributed to approximately 1/3ʳᵈ of the opening weekend collection (India) of two mega blockbusters Raees and Kaabil.

Marzdi Kalianiwala, VP- Business Intelligence and Marketing, BookMyShow said, "We are thrilled to have such a great start to the New Year at BookMyShow. Our new record has reaffirmed that BookMyShow is indeed the most loved online entertainment ticketing brand in the country. Beating our own previous record by approximately 20%, is a massive achievement for us and we are determined to continue offering an unmatched experience to our users."

"BookMyShow Blockbuster Week is one of the ways through which we aim to delight our users and we are glad that our users have taken to it in such a big way", added Marzdi.

BookMyShow, since its launch in 2007, is the preferred partner for online ticket sales for exhibitors, distributors and production houses alike. It currently has over 4000 screens on its platforms, and is present in over 400 cities and towns.

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

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