

BookASmile and Ketto announce the winners of India's biggest ever online fundraising event

Winning NGOs received a total of INR 60 lakhs in funding from BookASmile as part of 'Book 6 Million Smiles' campaign

Mumbai, January 31, 2018: BookASmile, the charity initiative of BookMyShow and Ketto, an online crowd funding platform together announced the winners of 'Book 6 Million Smiles' campaign – India's biggest ever online fundraising event for NGOs in India at an event in Mumbai. The six winning NGOs received a total of INR 60 lakhs in funding from BookASmile, presented to them by Farzana Cama Balpande, the head of the charity initiative by BookMyShow and actor and co-founder of Ketto, Kunal Kapoor.

The six month campaign (August 2017-January 2018) was intended at empowering various NGOs across India, enabling their efforts to be more sustainable and raise public awareness. More than 120 NGOs took part in this campaign, cumulatively raising more than INR 2.11 cr on Ketto. These NGOs largely supported the causes that BookASmile has been passionately working towards including Digital literacy and skill building (gainful employment causes), animal welfare, senior citizens, creative arts (can include music, arts, sports, theatre, etc.), rural development and environment.

The winning NGO U&I, based out of Bengaluru, is a young community of individuals from all walks of life. U&I raised close to INR 80 Lakhs through Ketto and was awarded INR 10 lakhs by BookASmile for their efforts. U&I Co-founders Ajit Sivaram and Satish Manchikanti said that they will be using this money to educate underprivileged communities and equip them with the skills and confidence to pursue their dreams.

The Bengaluru based Bridges of Sports Foundation was the first runner-up. The foundation, founded by Nitish Chiniwar, works with children from economically and social backward communities and give them the opportunity to train, excel and have a career in sports. After having successfully raised closed to INR 21 Lakhs on Ketto during the campaign duration, they also won INR 9 lakhs in funding from BookASmile.

The other NGOs whose efforts were applauded and rewarded include People for Animals, Agra, Handicapped Children & Women's Aid, Blue Cross of India and Make Love Not Scars.

On the completion of this unique campaign, **Farzana Cama Balpande, Head at BookASmile, the charity initiative of BookMyShow** said, "The sole purpose behind the idea and concept of the 'Book 6 Million Smiles' campaign was to provide NGOs with a platform to raise funds that will ensure their efforts are more sustainable. With a partner like Ketto, the campaign has given more confidence to NGOs that work relentlessly towards solving some key issues affecting India. A big shout out to all the participants and many congratulations to the winners. This is a testament that together we can truly empower each other and bring more smiles to those in need."

Kunal Kapoor, Actor & Co-founder, Ketto said, “All of us at Ketto are grateful to BookASmile and feel proud to have been a part of this historic initiative that has breached new frontiers in the Indian social sector and created new possibilities for NGOs. As it is said goodness is the only investment that never fails, so let all of us stand together and support different social causes for a better tomorrow.”

About BookASmile

BookASmile (BAS) is an initiative run by India's leading online entertainment ticketing brand BookMyShow. Created with a vision to support special causes and enrich the lives of the less fortunate across India through the entertainment led experiences, the initiative invests a lot of energies to create an inviting community to ensure that they can be privy to opportunities, by incorporating into their lives, activities and experiences from across genres like Sport, Cinema, Arts, Theatre & Music. The BookASmile initiative has been operational since 2014 and has been integrated within the BookMyShow App and website. With BookMyShow's vast customer base, the initiative has been raising funds for special causes whereby every consumer can choose to contribute from Re.1/- per ticket - to a maximum of Rs. 5/- per transaction towards charity. For more information, please visit <https://in.bookmyshow.com/donation/>

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.bookmyshow.com.

About Ketto:

Ketto, founded by Varun Sheth, Zaheer Adenwala and Kunal Kapoor in 2012, is Asia's Biggest Crowdfunding Platform, having raised more than 150 crores from 2 lakh plus people for various social, medical and entrepreneurial causes. It empowers NGOs, Corporates and Individuals alike to maximize their social footprint by the concept of peer-to-peer fundraising. For more information, please visit <https://www.ketto.org>.

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