



BookMyShow defines 'Entertainment Ki Nayi Bhasha' with its latest brand campaign

With a new tagline - 'It All Starts Here', BookMyShow highlights its role as the discovery engine for diverse entertainment offerings



National, January 2, 2020: BookMyShow, India's leading entertainment destination, today unveiled its latest brand campaign '**Entertainment Ki Nayi Bhasha**', highlighting the company's vast array of out-of-home entertainment offerings. Over the years, BookMyShow has transformed India's entertainment ecosystem, catering to audiences across demographics and becoming the go-to destination for all things entertainment, including movies and live experiences. Reinforcing BookMyShow's role in curating and bringing to India, several first-of-its-kind entertainment offerings for its users, the company also revealed its brand new tagline - **It All Starts Here**.

'**It All Starts Here**' traces the company's two decade long journey, mapping its evolution from an online ticketing giant to full stack management of entertainment experiences, shifting from a transaction-only offering to a discovery engine that enables wholesome and varied experiences in the out-of-home entertainment ecosystem.

This campaign has been launched through a specially made film capturing the spectrum of emotions and reactions of people when they consume a live entertainment experience, across genres. The film that will be aimed at audiences pan India has been shot in multiple languages including English, Hindi, Tamil and Telugu.

"Over the last two decades, BookMyshow has been at the forefront of delivering unparalleled entertainment experiences, first as India's largest online ticketing platform and over the years, as facilitator and curator of global and home-grown live entertainment experiences. We have been committed to ensuring the best in class out-of-home entertainment, by bringing marquee experiences including movies, live music concerts, theatricals, stand-up comedy, sporting extravaganzas and much more, for Indian audiences. BookMyShow's new campaign **Entertainment Ki Nayi Bhasha**, is a further step towards introducing all audiences to each of these entertainment categories and our role right from offering the ease of a transaction to completing the entire consumer experience of the entertainment they choose on our platform. It cements BookMyShow's position as India's go-to entertainment destination, where for entertainment-lovers, **It All Starts here**," said **Marzdi Kalaniwala, Head - Marketing and Business Intelligence, BookMyShow**.

Over the past few years, BookMyShow has transformed and redefined the entertainment ecosystem in India as movie-goers' preferred choice for their favourite films week after week as also bringing some of the most loved experiences globally including U2: The Joshua Tree Tour 2019, NBA India Games, Marvel Avengers S.T.A.T.I.O.N., Cirque Du Soleil BAZZAR, Disney's Aladdin, Ed Sheeran's India Tour, Justin Bieber's India tour,



AR Rahman's Encore concert, elrow – the world's craziest party amongst others, all accomplished at par with global standards.

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

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