



BookMyShow creates history with 2.1 million movie tickets sold for a single day!

Sold 1 million tickets every day for seven consecutive days for the first time ever, with five star-studded blockbuster films contributing to this resounding success

National, January 17, 2020: India celebrated the festive season this year with Pongal, Makar Sankranti and Lohri coming together by going to the cinemas and catching the latest star-studded blockbuster movies this month. Creating a record-breaking landmark moment in the history of BookMyShow, India's leading entertainment destination, movie goers bought 2.1 million tickets for a single day on January 12th, 2020, the highest ever on BookMyShow. The platform had a dream run crossing one million tickets sold each day, starting January 10th, for the last seven consecutive days until January 16th, hitting a new record.

Theatres were packed with cinema lovers, showcasing movies such as the Maratha battlefield drama of Ajay Devgn's *Tanhaji*, Deepika Padukone starrer *Chhapaak*, an intimate film that touches a very socially relevant theme, superstar Rajnikant's *Darbar* (Tamil, Telugu, Hindi), Allu Arjun and Pooja Hegde's Telegu action drama *Ala Vaikunthapurramloo* and Mahesh Babu starrer *Sarileru Neekevaaru* (Telugu).

A first, the clash between biggies in Hindi cinema together with blockbusters from the industry in the South, contributed to this landmark achievement, with tickets to these films bought across 8,000 screens. Audiences across age groups and languages caught their most favourite films over this festive period with the top 10 Indian cities of Hyderabad, Mumbai, Bengaluru, Chennai, Pune, NCR, Vishakhapatnam, Kolkata, Coimbatore and Kochi contributing to maximum footfalls, respectively. Hindi, Telugu and Tamil were amongst the top performing languages contributing to this stellar record.

"We are absolutely thrilled to be able to create such defining moments in Indian cinema for audiences and set new benchmarks for movie ticket sales in the industry. 2019 was one of the best years for movies at BookMyShow and with these record-breaking milestones on ticket sales, at the start of the new year itself, we have outdone our stellar performance since October 2019. This is a strong testament to millions of movie-goers' preference who choose BookMyShow as the default destination for their favourite films, week after week. With multiple superstar and medium-to-big budget films across languages all having done well to contribute to this moment, there has been wide spread appreciation for all genres of films by varied sets of Indian movie-goers" said, **Ashish Saxena, COO - Cinemas, BookMyShow.**

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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