



## **PVR Cinemas and BookMyShow celebrate the second successful year of VKAAO, India's first theatre-on-demand platform**

*~An industry first service introduced by PVR Cinemas and BookMyShow~*

**National, January 18, 2019:** PVR Cinemas, the largest and the most premium film exhibition company in India along with BookMyShow, (Bigtree Entertainment Pvt. Ltd.), India's leading entertainment destination celebrate the second successful year of VKAAO, today. Screening over 4000 screenings from across genres and language, VKAAO offers a platform to showcase quality content to the Indian audience. With a library of over 500 movies, offering an equal mix of Hollywood, Bollywood and regional content; theatre-on-demand enables patrons to enjoy complete control of the movie viewing experience. Functioning through PVR Cinemas' theatrical circuit and BookMyShow's online presence; VKAAO has enabled global content reach to the smaller towns of the country.

In the last two years, VKAAO has released 210 films with a ratio of 38% of Hollywood, 47% percentage of Bollywood and 15% percentage of regional content across 2017 and 2018). Basis its analytics, the company has seen a rising demand for Hollywood content in tier II and III cities, where the metropolitans have cherished the regional films more. Movie being the oldest and the most popular source of entertainment in India, this crowdsourced platform has set a new trend of making diverse and quality content easily accessible to the audience across the country. Some of the key exclusive releases by VKAAO in last two years are: An Insignificant Man, Village Rockstars, Pahuna, Oscar winning movies like A Fantastic Woman, The Salesman etc.

**Kamal Gianchandani, CEO, PVR Pictures Ltd.** said "We are extremely happy to see the way VKAAO has been embraced by the audience. With a focus to develop an innovative, self-sustained platform to showcase global content; we continue with our endeavour to empower the cine-goers to experience their preferred movies at their preferred locations. Our film library is also expanding with well-curated quality content that includes award-winning and critically acclaimed movies. This is a new way of film going experience, where everyone has their coming-of-age movies."

**Marzdi Kalianiwala, SVP - Marketing and Business Intelligence, BookMyShow** said, "Our journey with Vkaao has been exciting as we continue to see growing interest for alternate content in cinema. By bringing Vkaao's curated selection of niche and exclusive films to our vast user base, BookMyShow continues to be the preferred choice for a highly personalised cinematic experience. Our analytical intelligence coupled with our huge data base enables these films to reach the right set of audiences, contributing to more than half of the tickets sold for such films. We hope to strengthen this partnership and continue to engage our combined audiences."

Theatre on demand service empowers the users to book a film of their choice at a date, time and theatre of their preference. It is simple, convenient and memorable.

### **About VKAAO ([vkaao.com](http://vkaao.com))**

#### **Your Choice of Movie, At Your Choice Of Theatre, Now Possible**

A fresh, disruptive medium of movie-going, VKAAO is a platform which gives viewers complete control of their movie watching experience at theatres. It allows them to select their preferred movie along with the location, date, and time of the screening at any theatre of their choice. This novel approach to movie going is why VKAAO is being considered as an exciting alternative to the conventional way of watching movies at the theatres. VKAAO's USP lies in its focus on leveraging state-of-the-art



technology in order to create a social, crowd-sourced movie going experience and to add value for all key stakeholders.

### **About BookMyShow**

Over the years, the company has transformed from a purely online ticketing player for movies, sports, plays and events. Today, with presence in over 650 towns and cities in India, BookMyShow works with partners across the industry to provide unmatched entertainment experiences to millions of customers, on par with global entertainment standards. It is constantly innovating to increase its ownership share in the Indian entertainment value chain by relying heavily on its analytic capabilities and incisive understanding of customers. Along the way BookMyShow has produced music concerts and theatricals, introduced audio entertainment service Jukebox, built India's largest organic reviews and ratings engine for movies and has driven technology innovations, such as the m-ticket, impacting both users and the industry at large.

Since its launch in 2007, BookMyShow has been committed to its customers. With continued support from investors TPG Growth, Stripes Group, SAIF Partners, Accel Partners and Network 18 (Reliance), BookMyShow (which is part of Bigtree Entertainment, founded in Mumbai in 1999), is invested in providing the best user experience, whether it's on ground at an event or online. Demonstrating category leadership, BookMyShow has expanded its operations to Sri Lanka and Indonesia and has invested in companies including Do-It-Yourself events registration and ticketing platform Townscript and Fantain, a fantasy sports platform for Cricket and Kabaddi. It is also committed to society at large by way of their charity initiative BookASmile, which provides entertainment experiences to the underprivileged. For more information, please visit [www.bookmyshow.com](http://www.bookmyshow.com)

### **About PVR Limited**

PVR is the largest and the most premium film exhibition company in India. Since its inception in 1997, the brand has redefined the way entertainment is consumed in the country. PVR currently operates a cinema circuit comprising of 748 screens at 161 properties in 64 cities (21 states & UTs), serving 100 million patrons annually. While the total screen tally of the company stands at 751; PVR offers an array of formats with premium screen category, which stands at 4 screens of Director's Cut, 31 screens of Gold Class, 08 of IMAX, 12 of 4DX, 06 of P[XL], 08 of Playhouse and 01 of PVR Onyx across the country.

For further information, please visit: <http://www.pvrcinemas.com/corporate/about-us.aspx>

Share your feedback at [feedback@pvrcinemas.com](mailto:feedback@pvrcinemas.com)

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