

## World leader in Live Entertainment Cirque du Soleil partners with BookMyShow to make its Indian debut

*Will introduce a new league of live entertainment in India through its never seen before shows in Mumbai and Delhi*

**Mumbai, July 17, 2018:** BookMyShow today announced that it is working with the world's largest live entertainment company Cirque du Soleil to bring them to India for the first time later this year. Canada based Cirque du Soleil's brand new touring show 'Bazaar', its 43<sup>rd</sup> original production, will have its World Premiere in India this November 2018, through shows in Mumbai and Delhi, before heading to other countries.

Originally composed of 20 street performers in 1984, Cirque du Soleil Entertainment Group completely reinvented circus arts, going on to become a world leader in live entertainment. It has brought wonder and delight to over 190 million spectators with productions presented in close to 450 cities in 60 countries. Their spectacular shows offer the audience striking and dramatic performances, featuring fascinating and whimsical costumes staged under magical lighting and set to original music compositions. Through their shows, *Cirque du Soleil* takes its viewers into unparalleled worlds with never seen before acrobatics, impressive choreographies and immersive characters and stories, which are told entirely through breath-taking visuals, thereby transcending any language barriers and appealing to a large audience.

Cirque du Soleil is now making its first entry into India with BookMyShow and will bring its newest production 'Bazaar' first to Mumbai, followed by New Delhi. This production will be performed by Cirque du Soleil artists under the newest version of its famous Big Top Tent, which is 19 meters (62 feet) high and is 41 meters (135 feet) in diameter, and will seat more than 1500 guests.

Announcing this association, **Albert Almeida, COO-Non Movies, BookMyShow** said, "In addition to providing our customers access to world class entertainment, BookMyShow has been playing an increasingly important role in bringing newer genres of entertainment to the Indian market. Cirque du Soleil is an unbelievable entertainment experience that has amazed millions of people across the world with its performances that defy 'normal' in every sense. We are excited to work with them as they prepare for a debut in India. With our unmatched experience in the entertainment space and our understanding of this market, we are well positioned to work with them on all aspects to ensure its success here. This association, more importantly, will also immensely contribute in strengthening India's position on the global live entertainment map- a vision that BookMyShow has been working towards."

**Daniel Lamarre, President and CEO, Cirque du Soleil Entertainment Group** said, "After entertaining millions of people around the world for over 30 years, there are few remaining markets we have yet to visit. We have been looking forward to introducing Cirque du Soleil to the Indian market, which is very important for our international growth. It is for this very reason that we trusted this significant task to entertainment experts BookMyShow. With their deep knowledge and understanding of the market, we are confident that BookMyShow will permit BAZZAR, a show that introduces the essence of what Cirque du Soleil is, to have a successful debut in India."

**Kunal Khambhati, Head of Live Events and IP, BookMyShow** said, “Cirque du Soleil is nothing like India has ever seen before in live entertainment. Brought together by a group of perfectionists, be it the artists or creative and technical teams behind the productions, Cirque du Soleil will undoubtedly floor the audiences by what they experience under the Big Top. We are confident that the fast growing number of entertainment seekers in India will love to witness Cirque du Soleil’s Bazaar later this year, irrespective of whether they have heard of them before or not. Bazaar will be an eclectic mix of dance, music, drama, comedy, action & world class acrobatics – a true blockbuster on the live stage.”

Registrations for Cirque du Soleil will go live on BookMyShow on July 18, 2018. Registered users will get early access to Cirque du Soleil tickets in India.

### **About BookMyShow**

BookMyShow is India’s biggest entertainment destination. 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 Stripes Group, Network 18 (Reliance), Accel Partners and SAIF Partners, 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 Cirque du Soleil Entertainment Group**

Originally composed of 20 street performers in 1984, Cirque du Soleil Entertainment Group completely reinvented circus arts and went on to become a world leader in live entertainment. Established in Montreal, the Canadian organization has brought wonder and delight to over 190 million spectators with productions presented in close to 450 cities in 60 countries. Cirque du Soleil Entertainment Group currently has over 4,000 employees, including 1,400 artists, from nearly 50 countries.

Cirque du Soleil Entertainment Group creates content for a broad range of audacious projects. On top of producing world-renowned shows, the organization has extended its creative approach to a large variety of entertainment forms such as multimedia productions, immersive experiences, theme parks and special events. Going beyond its various creations, Cirque du Soleil Entertainment Group aims to make a positive impact on people, communities and the planet with its most important tools: creativity and art. For more information about Cirque du Soleil Entertainment Group, please go to [cdsentertainmentgroup.com](http://cdsentertainmentgroup.com).



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