



BookMyShow sells over 2.5 million tickets for Ranbir Kapoor starrer Sanju

Contributes to over 33% of the film's opening weekend box-office collection in India

Mumbai, July 2, 2018: The much awaited Ranbir Kapoor starrer Sanjay Dutt biopic Sanju delighted the viewers over the weekend. As the film went on to see the biggest opening of 2018, BookMyShow, the leader in online movie ticketing, sold over 2.5 million tickets for this blockbuster, and contributing to over 40 Crores that is 33% of the film's opening weekend's net box-office collections in India.

The film opened to packed cinema halls across metro & non-metro cities, with major contributions coming in from cities such as Mumbai, NCR, Hyderabad, Pune, Ahmedabad, Jaipur and Lucknow. With acclaimed performances, and strong word of mouth, BookMyShow expects this film to have another strong week at the box office.

Marzdi Kalianiwala, SVP- Marketing and Business Intelligence, BookMyShow said, "BookMyShow received an overwhelming response for the film over the opening weekend and we're continuing to witness a similar trend in the current week. We partnered with Fox Studios for effectively reaching out to relevant user segments digitally, using our incisive understanding of consumer buying behaviour and purchase patterns. This helped us to collectively increase efficacy of the campaign, and maximise returns. We are thrilled to have been the default movie ticketing platform for the Sanju fans across the country.

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

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