

The wait is almost over for Ed Sheeran fans!

Registrations open exclusively on BookMyShow today (July 4)

Mumbai, July 4, 2017: BookMyShow will begin registrations for one of the most anticipated shows of 2017- *Ed Sheeran Live in Mumbai* concert tickets today, July 4, 2017 at 12 noon. Fans can register themselves on BookMyShow until July 10, 2017, 11:59 pm for the ticket sale on July 12, 2017 at 12 noon. The Mumbai concert, brought to India by AEG Presents and PR Worldwide in collaboration with BookMyShow, will be held at a limited capacity venue Jio Garden, BKC Mumbai on November 19, 2017. The concert is part of the Asian leg of Ed Sheeran's world tour to support his third studio album ÷ (divide) and he is expected to perform most popular tracks from this album.

Here are the 3 simple steps that Ed Sheeran fans must follow-

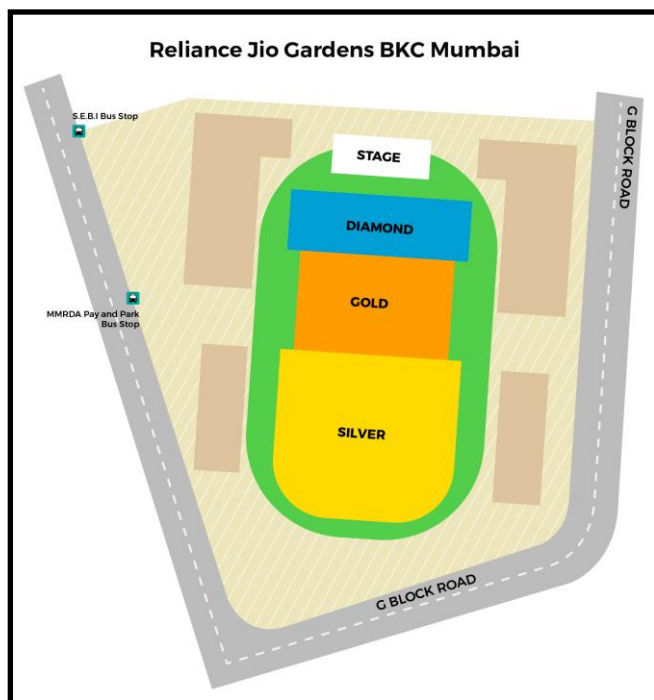
- Fans can register themselves on BookMyShow between July 4-10, 2017
- **ONLY** registered fans will get an email with a unique link to purchase the tickets on the day of the sale
- Tickets will be available for sale on first-come-first-served basis on BookMyShow on July 12, 2017 starting 12 noon

The tickets sale on July 12, 2017 will be the only time Ed Sheeran concert tickets will be available for purchase. BookMyShow will implement virtual *queue management* during the online ticket sale to manage and organize traffic on its platforms. While Silver tickets will be priced at INR 4750, Gold tickets can be bought for INR 8000 and Diamond tickets for INR 12000 per ticket. A maximum of four tickets can be purchased per customer in a single transaction and multiple purchases will not be allowed.

BookMyShow, the official ticketing partner for the event, is undertaking additional measures to enhance the experience of all Ed Sheeran fans at the concert. To add to their convenience, the tickets will be home-delivered. In case this is not possible, the user will get to opt for box office pick up. Moreover, all ticket holders will be later given the chance to pre-pay for one parking ticket, on a first-come-first-served basis, to avoid any hassle on the day of the event.

Kunal Khambhati, Head- Live Events and IP, BookMyShow said, "We are very excited to bring Ed Sheeran to India along with international concert promoters AEG Presents and PR Worldwide. Given the fact that such international concerts require immense experience and capabilities, BookMyShow has rightly become the preferred partner in India for such mega scale performances. We are committed to making Ed Sheeran's concert a huge success."

About BookMyShow





BookMyShow, (Bigtree Entertainment Pvt. Ltd.), is India's largest online entertainment ticketing platform that allows users to book tickets for movies, plays, sports and live events through its website, mobile app and mobile site. Founded in Mumbai (India) in 1999 and launched in 2007, BookMyShow is now present in over 650 towns and cities across India, currently meeting the entertainment demands of millions of customers. For more information, please visit www.bookmyshow.com.

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