



BookMyShow acquires Mumbai based Burrp

Mumbai, July 3, 2017: BookMyShow today announced that it has acquired Mumbai based local food and restaurant recommendation engine Burrp business from Network18 on a going concern basis pursuant to slump sale. This Network18 divestment has been made to Foodfesta Wellcare Pvt. Ltd., a subsidiary of BigTree Entertainment Pvt. Ltd. The acquisition includes transfer of Burrp's key assets to BookMyShow, including employees and existing restaurant partnerships.

Burrp is India's oldest food tech business which helps people discover eating joints around them. It currently lists over 56,000 restaurants across 12 cities.

Mansi Vora, Head- Mergers & Acquisitions, BookMyShow said, "Movie watching in India has evolved tremendously over the last few years. At BookMyShow, we are not just delighted to have been a key part of this journey, but we are determined to continue to lead the way by offering an unparalleled experience to our users. Movie going in India is a social activity and food is an integral part of it. This is where Burrp fits in for us. We are excited to have Burrp on board and look forward to benefitting from their experience, technology and partnerships to offer a superior and comprehensive offering to our users."

BookMyShow has been an early believer in the potential of food related offerings to enhance movie watching experience. It already offers its users the option to pre-book their F&B at cinemas while booking their movie tickets on BookMyShow. This way, users are able to choose from exclusively curated offers and combos and save themselves the hassle while watching a movie. This vertical experienced a 6x growth between 2015-16 and 2016-17 on BookMyShow.

BookMyShow also offers MyCoupons- exclusive and free discount coupons that can be availed at popular restaurants & cafes in the vicinity of the cinema a user is visiting. With a validity of two days (including the day of the movie show), a user can pick up to two Free MyCoupons right after making the seat selection on BookMyShow and redeem at their preferred restaurant or café, by simply showing the received e-mail or SMS to avail fabulous discounts. This offering is now present in over 80 cities across India. BookMyShow has partnered with more than 2100 food retail brands right from local city food joints to popular national chains including McDonald's (Hardcastle Restaurants), Chaayos, Mainland China, Dunkin Donuts, Barbeque Nation, Subway, Bikanerwala etc. to cover a combined 6400+ outlets around 1100+ cinemas across these cities.

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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