



## **BookMyShow and UNLU partner to make celebrity-fan engagement accessible**

**India, July 10, 2020 – BookMyShow**, India’s leading entertainment destination and **UNLU**, a celebrity engagement platform, have partnered to launch a new format of interactive celebrity engagement for users across the country. This association, is an extension of BookMyShow’s wide range of in-home entertainment and engagement offerings, giving users a chance to interact with their favourite artists from the safety of their homes.

UNLU is a celebrity-to-fan connect platform which lets users directly request for advice, a greeting or a heart to heart comment from their favourite celebrity. The app gives fans across the country a unique personalized experience by engaging with over 10,000 celebrities and influencers across fields like sports, cinema, music, comedy, lifestyle, astrology and social media. UNLU caters to segments across geographies with a wide network of celebrity A-listers such as R. Madhavan, Kalki Koechlin, Harbhajan Singh and Saina Nehwal as also those with regional fame such as Punjabi actress Kainaath Arora, amongst others.

Commenting on the partnership, **Albert Almeida, COO – Live Entertainment, BookMyShow** said, *“We are happy to partner with UNLU to bring an innovative and exciting form of engagement for millions of our loyal customers across India and other markets. This initiative is a step forward in expanding our repertoire of offerings, bringing users closer to their favourite artists through personalised video shout outs and much more.”*

Adds **Vipul Agrawal, Founder, UNLU** *“We are very excited to associate with BookMyShow so early on in our journey and look forward to cross-sell a unique product and experience to the vast number of BookMyShow users. Our research showed that Fans in India are present on multiple social media platforms to follow people they adore, but they cannot engage in one-to-one conversations with them through these. We have created UNLU as a platform that will help fans achieved the desired line of communication with their favourite celebrity.”*

Now available to users on BookMyShow, UNLU is a 100% Indian app that helps fans get a Video shout-out or a personalized video message from their favourite celebrity, exclusively addressed to them. It could be a simple message for anything such as a Birthday or Anniversary or gift to someone for their special occasion. With a selection of over 100 celebrities, UNLU gives fans a chance to get that exclusive message that they will cherish for a lifetime.

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### **About BookMyShow**

Launched in 2007, BookMyShow, owned and operated by Big Tree Entertainment Pvt Ltd, is India's leading entertainment destination and the one-stop shop for every out-of-home entertainment need. The firm is present in over 650 towns and cities in India and works with partners across the industry to provide unmatched entertainment experiences to millions of customers. Over the years, the company has evolved from a purely online ticketing platform for movies across 6,000 screens, to end-to-end management of live entertainment events including music concerts, live performances, theatricals, sports and more, all accomplished at par with global standards.

BookMyShow has also built India’s largest organic reviews and ratings engine for movies and has driven technology innovations, such as the m-ticket and Movie Mode, impacting tens of millions of users and the industry at large. With continued support from investors including TPG Growth, Stripes Group, SAIF Partners, Accel and Network18, BookMyShow is invested in providing the best user experience, whether on ground or



online. Demonstrating category leadership, BookMyShow has grown beyond India with operations in Dubai, Indonesia, Sri Lanka and Singapore amongst others. The Mumbai-headquartered company counts Ticket Green, Eventifier, Fantain, Masti Tickets, Townscript and Burrp amongst its key investments in the sector. BookMyShow is also committed to society at large, by way of its charity initiative BookASmile, which provides entertainment experiences to the underprivileged. For more information, please visit [www.bookmyshow.com](http://www.bookmyshow.com)

#### **About UNLU**

Headquartered in Gurgaon, Unlu is a fast-growing celebrity-to-fan connect platform which lets users directly request for advice, a greeting or a heart to heart comment from their favourite celebrity. The app has been created to give fans across the country a unique personalized experience by engaging over 10000 celebrities and influencers across fields like sports, cinema, music, comedy, lifestyle, astrology and social media. Unlu will cater to all segments of the Indian market with their network of celebrity A-listers such as R. Madhavan, Harbhajan Singh and Saina Nehwal and those with regional fame like Punjabi actress Kainaat Arora.

#### **For more information, please contact:**

Karthika Chandramohan

Phone No: +91 8375857337 | Email: [karthika@starsquaredpr.com](mailto:karthika@starsquaredpr.com)

Jaanhavi Dhokariya

Phone No: +91 75063 40552 | Email: [jaanhavi.dhokariya@bookmyshow.com](mailto:jaanhavi.dhokariya@bookmyshow.com)