

## Vkaao Gems receives overwhelming response for *Shoplifters* and *Capernaum*

*Screenings extend to second week on popular demand*

**Mumbai, July 11, 2019:** An entertainment loving country, India, is taking to world cinema and how. BookMyShow and PVR-backed Vkaao, India's first theatre-on-demand platform has seen resounding success with its recently launched initiative Vkaao Gems. In just the initial week, both international foreign language films - *Shoplifters* and *Capernaum*, screened by Vkaao Gems, have received a tremendous response with packed theatres. The popular demand for the films has led to an extension in the screenings for another week in Mumbai.

Vkaao Gems is an exclusive property under Vkaao, which screens award-winning foreign language films in PVR Cinemas, currently across 6 cities in India.

The Oscar-nominated Lebanese film *Capernaum*, which traces the journey of a young boy who survives the dangers of the city streets using his wits, resonated with movie buffs across Chennai, Hyderabad and NCR region. The film ran to a full house in most cities, with Mumbai witnessing 2X occupancy on weekdays as compared to the usual. This makes *Capernaum* the first Arabic film to have received such an overwhelming response in India.

*Shoplifters*, the Japanese film which paints a heart-warming picture of a family living in poverty and stealing to make ends meet, also received an exceptional response. It is the first film by Vkaao to have released at SPI Cinemas in Chennai, achieving over 90% occupancy in its first run itself. The film saw a 95% occupancy in regions that otherwise witness an occupancy of 60-70% over weekends, resulting in 3x the usual occupancy for films of this genre. On the back of the unprecedented response, this experience will now be extended for residents of Ahmedabad and Chandigarh as well.

With Vkaao Gems bringing the best of international films to the country, this is the first instance of foreign language films being released commercially at such a large scale in India. In the coming months, Vkaao Gems has an exquisite and exciting line-up of films including *Ash is Purest White* (China/Mandarin), *Yomeddine* (Egypt/Arabic), *Taxi 5* and *The Big bad fox and other tales* (French) and *Tokyo Ghoul S* (Japanese) through the year.

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### **About VKAAO (vkaao.com) - Your Choice of Movie, At Your Choice Of Theatre, Now Possible**

A fresh, disruptive medium of movie-going, Vkaao is a platform which gives viewers complete control of their movie watching experience at theatres. It allows them to select their preferred movie along with the location, date, and time of the screening at any theatre of their choice. This novel approach to movie going is why Vkaao is being considered as an exciting alternative to the conventional way of watching movies at the theatres. Vkaao's USP lies in its focus on leveraging state-of-the-art technology in order to create a social, crowd-sourced movie going experience and to add value for all key stakeholders.

### **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 PVR Pictures**

PVR Pictures is the motion picture arm of PVR Limited, the largest cinema exhibition company in the country, with 781 screens at 166 cinemas spread over 67 Indian cities. PVR Pictures is the largest studio for the distribution of Independent Hollywood films in India. PVR Pictures is a prolific distributor of Indian films as well. Over 500+ Hollywood, 200+ Hindi and 100+ regional films across genres have been released under its banner since 2002.

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