



## ShemarooMe launches Box Office - a platform to release new movies directly on Digital

~ Inks a strategic partnership with BookMyShow to cater to millions of entertainment lovers; to bring the '**Theatre Ka Maza Ghar Pe**' experience~

**Mumbai, July 15, 2020:** With the unprecedented times and restrictions on movements especially across entertainment activities and with unavailability of theatres has all led to the film circuit in India to look at newer ways to cater to the entertainment needs of movie enthusiasts. In line with this, ShemarooMe today announced the launch of '**ShemarooMe Box Office**', a platform that gives cinema curators/producers an opportunity to unlock the true value for their films by offering them access to digital avenues like never before.

ShemarooMe Box Office is poised to create an ecosystem for small budget Bollywood and Regional movies that have an audience but limited avenues to reach out to the viewers. To widen the scope of relevant audience reach for such films, ShemarooMe has also inked a strategic partnership with BookMyShow, India's leading entertainment destination to ensure more cine-goers have access to the rich content made available by ShemarooMe.

ShemarooMe Box Office is the right platform which gives an opportunity to the producers, to not only present their creations to a whole new set of audiences but also gives viewers a chance to enjoy small budget, critically acclaimed movies at the comfort of their homes. Viewers can book their tickets for these films by logging on [www.bookmyshow.com](http://www.bookmyshow.com) or directly on the ShemarooMe App or [www.ShemarooMe.com](http://www.ShemarooMe.com). Once booked, users can watch the film on ShemarooMe any number of times over 3 days from the booking period.

Under this business model, Shemaroo will market the films to a wider audience base and build awareness about the new releases. This will further assist film producers to unlock newer monetization opportunities for the films as well, and post the viewing window on ShemarooMe, these films can be offered to Satellite, SVoD and other syndication avenues as well. Thereby creating an opportunity for producers to extract value on the back of heightened visibility and content appreciation through this transparent model. ShemarooMe Box Office hence is an ideal solution to the temporary challenges faced by the entertainment industry. On one hand viewers get access to some of the most critically acclaimed movies while on the other the producers get to unlock a new set of audience that matches the TG of these films.

Commenting on the launch, **Mr Hiren Gada, CEO, Shemaroo Entertainment Limited**, said, "*During these trying times when moviegoers are missing watching new releases in theatres, we are glad that we can bring home some great releases. With ShemarooMe Box Office, we are creating a model for the film industry and audiences. Our association with BookMyShow will further redefine the consumer movie-going experience and bridge the gap for cinemagoers across India. We are absolutely confident that when cinemas are able to reopen safely, the public will once again respond to the unsurpassable big-screen experience, meanwhile our platform will be bridging the gap by entertaining audiences thereby living by the traits of Shemaroo being the platform for movie lovers at all times.*"

Adding to the launch, **Mr. Zubin Dubash, COO Digital, Shemaroo Entertainment** said, "*Covid 19 has made every organisation, innovate at the speed of light. ShemarooMe Box Office is an innovation that*



*helps not only one organisation but the entire ecosystem - viewers get to watch new releases, producers get a transparent platform for release, ticketing partners get a model for the new normal. And ShemarooMe ensure it lives up to its promise of entertainment at all times."*

**Ashish Saksena, COO – Cinemas, BookMyShow** said, "We are glad to partner with ShemarooMe to bring cinematic entertainment to the comfort and safety of audiences' homes. We look forward to keep bringing newer options to experience entertainment for all our users."

**My Client's Wife** will be the first movie to premiere on ShemarooMe Box Office on the 31<sup>st</sup> July 2020, featuring Sharib Hashmi, Anjali Patil and Abhimanyu Singh followed by award winning film – **Scotland**, Sharman Joshi's drama entertainer - **Least Of These** based on true events and action thriller packed movie – **The Hidden Strike** are sure to keep audiences glued to their screens.

The digital first release of movies as a concept has been accepted globally by patrons and will soon become a trend amongst Indian audiences as well. With the launch of ShemarooMe Box office, the company is all set to partner with producers and introduce new movies on the platform. The brand new initiative by ShemarooMe will have two legged benefits where they are sure to satiate the needs of all the Bollywood buffs with new releases and will also definitely give a boost to the entire film industry by opening newer avenues for unreleased movies to be showcased.

#### **About ShemarooMe**

ShemarooMe is the over-the-top (OTT) video streaming App of Shemaroo Entertainment Limited, India's leading content powerhouse. Through over 57 years of its presence in the media and entertainment industry, Shemaroo has now evolved to be a significant player in the digital ecosystem. ShemarooMe is a comprehensive App with a diverse and exclusive content for streaming to an audience looking for entertainment in Bollywood, Gujarati, Marathi, Devotion, Punjabi, Comedy and Kids categories. ShemarooMe also has a unique offer under its category of Bollywood Premiere – the platform showcases World Digital Premieres of critically acclaimed Bollywood movies every Friday. ShemarooMe provides consumers the freedom to choose subscriptions from various content categories. ShemarooMe enjoys a wide acceptance in India and was recently launched in the US market along with that in the South East, Middle East Asia, UK and other Indian diaspora dominated countries. Currently ShemarooMe is available across geographies, with its presence in 150 countries where consumers can download and avail of endless entertainment delivered at the comfort of their homes. Consumers can download the ShemarooMe OTT app from Google Play, iOS App store and <http://shemaroome.com/> ShemarooMe is also available for audiences to subscribe on Apple TV, Amazon Fire TV stick, Cloud walker TV, Mi TV, Roku amongst various other platforms.

#### **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)

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