



## **The Durand Cup - Asia's oldest football tournament returns; Tickets exclusively available on BookMyShow starting today**

*The 129<sup>th</sup> edition of the iconic tournament comes to West Bengal for the first time*

**Kolkata, July 18, 2019:** A dodge, a kick, a goal, a sport loved and revered by sportspersons across the country – that is what football is. In its continued commitment to offering the best sporting properties to Indian audiences, BookMyShow, India's leading entertainment destination, is bringing back the legacy of The Durand Cup to the football crazy state of West Bengal. The 129<sup>th</sup> edition of the tournament which returns after three years will be hosted across Kolkata, Siliguri and Kalyani. BookMyShow is the exclusive ticketing partner for the tournament.

Durand Cup 2019 is organised by HQ Eastern Command on behalf of the Indian Armed Forces and is supported by the Government of West Bengal.

The latest edition of the Durand Cup will see 16 teams from various Indian leagues such as - Indian Super League (6 teams), I-League (6 teams) and Defence services (4 teams) battle it out across five stadia including Mohun Bagan Ground, East Bengal Ground, Salt Lake Stadium and Kalyani Stadium. The opening match of the tournament will see arch rivals Mohun Bagan take on Mohammedan Sporting Club at the Salt Lake Stadium on August 2<sup>nd</sup>, while the finale is scheduled for August 24<sup>th</sup> in Kolkata.

Tickets for the 2019 edition of The Durand Cup matches are priced between INR 20-100 and will be available exclusively across BookMyShow's web and mobile platforms. Fans can book their tickets to the games in Kolkata and Kalyani starting today (July 18, 2019), 12 noon onwards.

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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)

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