

BookMyShow and GoNuts Partner to Elevate Celebrity Engagement Experience

Mumbai, July 21, 2020: GoNuts, a Mumbai based start-up that connects fans to their favourite celebrities via authentic & personalized video messages and experiences and BookMyShow, India's leading entertainment destination, today announced their partnership to bring personalised celebrity video greetings for users across the country.

Under this partnership, key artists on GoNuts will be featured on BookMyShow, allowing users to engage with celebrities through both platforms. Users can request for varied messages ranging from birthday & anniversary wishes, festive greetings for the whole family to corporate videos for employee motivation and much more. This offering, in partnership with GoNuts, is an addition to BookMyShow's wide range of unparalleled entertainment offerings, taking customer experience a notch higher.

GoNuts has a portfolio of over 500 celebrities across categories like films, television, sports and music, amongst others, available on its platform. This gives users a diverse range of celebrities to choose from to convey personalized messages to their loved ones. The platform has leading celebrities including Shaan, Shankar Mahadevan, Kailash Kher, Talat Aziz, Shibani Kashyap, Daboo Ratnani, Sivamani, Ankit Bathla, Shivin Narang, Jonty Rhodes, Lance Klusener, Ranveer Brar and Vicky Ratnani. Over 100 artists from this compelling catalogue will be available on BookMyShow.

Commenting on the association, Joji George, Co-Founder, GoNuts, said, *"We are extremely delighted to partner with BookMyShow. Fandom is on the rise and social media has caused an explosive growth in online fan following of celebrities. However, this is limited to a one-way conversation with celebrities. GoNuts, the leaders personalised video messaging, brings fans and celebrities together to create magical once-in-a-lifetime experiences. This partnership further reinforces GoNuts' commitment to being at the forefront of giving authentic and personalized experiences to customers and brands."*

Albert Almeida, COO – Live Entertainment, BookMyShow, said, *"We are glad to partner with GoNuts to bring an exciting form of engagement for millions of our loyal customers. 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, making their special moments memorable."*

About GoNuts

Headquartered in India, GoNuts is Asia's largest and most influential platform for connection, communication and commerce using celebrities. It's a one-of-a-kind service that empowers consumers with the ability to book personalised video shout outs from their favourite celebrities across multiple genres.

The company serves both consumers with personalised video messaging as well as corporates to reach out to employees and key stakeholders. GoNuts aims to bridge the gap between celebrities and their millions of fans. The start-up has a long term vision of creating India's largest celebrity experience commerce platform and will roll out multiple products and services over a period of time.

Owned by Celebrity Konnections Tech Pvt. Ltd., GoNuts was founded by Vinamra Pandiya, Joji George and Mayank Gupta, who have been experienced leaders in startups, media, entertainment and technology.

For more information, visit <https://letsgonuts.co/>.

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

For further details, please contact:

Supraja Srinivasan | supraja.srinivasan@bookmyshow.com | +91-99306 81998
Jaanhavi Dhokariya | jaanhavi.dhokariya@bookmyshow.com | +91-75063 40552