

Event Capital & BookMyShow bring together ‘Festival of Festivals’ - a collective of India’s most varied live event IPs to add fillip to entertainment sector

This 3-day grand collective of upto 15 of India’s top home-grown IPs will raise funds for the artist community impacted by the Covid crisis, supported by BookASmile

National, July 29, 2020: India’s leading event IP company, **Event Capital** and **BookMyShow**, India’s destination for all things entertainment, today announced the launch of **‘Festival of Festivals’**, a curated collective of India’s most sought after IPs (intellectual properties) across genres such as music, food, literature, languages, fashion and more to boost India’s heavily impacted entertainment sector through the Covid crisis. A one-of-its-kind initiative, **‘Festival of Festivals’**, a three-day high octane virtual feast which will be home to upto 15 festivals across multiple genres and over 23 hours of live content, starting August 14th, will raise funds for artists across the live entertainment community impacted by the pandemic.

Saluting the effort of scores of artists who are the pillars of the entertainment sector, ‘Festival of Festivals’ will donate a portion of the overall proceeds raised, towards the live entertainment artist community in India, supported by BookMyShow’s charity initiative BookASmile for the NGO Anahad, to aid performance workers hit by the health crisis.

In a first, the *‘Festival of Festivals’* celebrates the coming together of some of the most popular event IPs in India today, across multiple genres assembled together in a unique format. The initiative will welcome fans into the fascinating world of crowd-favorites - from music concerts and fundraisers to eclectic performances and dedicated festivals, creating a wholesome 360 degree entertainment experience, all under one umbrella.

The platform will host various successful events from India’s annual live events calendar, such as ***Bollywood Music Project, Pet Fed, Bolly Land, Grubfest, Hi-Life Rendezvous, Hungama Artist Aloud Independent Together, IIFA Stomp Online, INCA goes Desi, International Kids Film Festival, India Beach Fashion Week, Mehfil - A Kommune Evening, Taalbelia and The Fitness Arts Festival***, providing an unparalleled entertainment experience to millions of users in India. The umbrella festival aims to elevate the IP space to the next level, bringing talent across genres to the fore, curating entertainment content for consumers and building communities for brands to create meaningful connections with.

Over the years, the live events industry in India has witnessed unprecedented success through IPs, each of which has set global landmarks with exceptional experience and reach. As a result of their popularity, various sectors have gained further momentum, be it through fashion shows, music concerts, live plays, comedy panels or targeted community IPs like children, families and youth. These IPs have played an integral role in creating communities for brands, providing a stage for discovery & celebration of talent and innovative experiences for consumers all together putting India on the global map for entertainment.

Commenting on the extravaganza, **Deepak Choudhary, Founder & Director, Event Capital** says, *“Our passion lies in creating spectacular IPs and elevating the space, and what is more exciting than creating an umbrella brand for all IPs to participate in. Braving the time, bringing together various industries and celebrating talent is what brings hope in testing times and I am excited to see audiences react to the festival.”*

Kunal Khambhati, Head – Live Events & IP, BookMyShow said, *“With the ongoing global pandemic bringing the live events industry and IPs planned for this year to a standstill, we felt that this was the best time to ideate and execute formats that seamlessly weave together consumers’ and talents’ needs. In line with this, ‘Festival of Festivals’ aims to offer a new lease of life to the entertainment ecosystem by bringing together artists and consumers across a repertoire of some of the best home-grown IPs that our country has ever witnessed.”*

Users can book tickets for ‘Festival of Festivals’ on [BookMyShow](#) for INR 199.

Link for booking tickets - <https://in.bookmyshow.com/events/festival-of-festivals/ET00136029>

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

About Event Capital

Founded in 2013, Event Capital (EC), a Laqshya Media Group Company, is an original format creator and owner in the live event space. EC operates across India with business headquarters in Mumbai and Delhi. With expertise in creating and curating successful event IPs in music, lifestyle, education, sport and fashion, EC has identified opportunities and filled need gaps by creating hugely successful properties like the Social Nation, The Great Indian Dandiya Festival, India Event IP Conclave Bollywood Music Project, India Kids Fashion Week, The Edutainment Show and Bike Festival of India. Event Capital has acquired promising IP’s like India Bridal Fashion Week and IGX , India’s largest gaming festival. As on 2018, the most popular genres in the live events space are music, lifestyle and sport and EC is the only live event IP Company in India to have created and curated successful event IPs in these genres. EC brands digitally reach out to an estimated 1.8 lakh people every day across demographics.

Event Capital flaunts associations with the largest and finest in business, such as TM Talent Management (Bollywood Music Project), Craftworld Events (India Kids Fashion Week), Rhiti Sports (Bike Festival of India), One Digital Entertainment (Social Nation) and many more.

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