



## Salman Khan surprises over 1200 kids at a special Sultan screening by BookASmile

**Mumbai, July 9, 2016:** Bollywood superstar Salman Khan took time out today to surprise over 1200 kids at a BookASmile special screening of his latest blockbuster 'Sultan'. BookASmile is the charity initiative of BookMyShow, the largest online entertainment ticketing platform in India.

**Farzana Cama Balpande, Head of BookASmile initiative,** said, "*Sultan* is a story about true sportsman spirit and an attitude that teaches you to never give up in life. We instantly felt that a movie like this will be an enriching experience for the children. To make this screening unforgettable, we requested Salman Khan to surprise the kids, to which he graciously agreed. The children were absolutely thrilled to meet him and this made their day even more memorable."

"At BookASmile, we work towards enriching the lives of the less fortunate across India through the medium of Experiences & Enjoyment. We believe that alternate education, in form of sports, culture, music, art, movies, is as important and helps in developing well rounded personalities", added Farzana.

The screening was organized at PVR Juhu (Mumbai) for students from K.K. Raj Popat School by collaborating with Raichel Joseph Foundation. The event also had children from Spark A Change Foundation and Angel Xpress.



Salman Khan with kids at BookASmile's special Sultan Screening



Salman Khan and Farzana Cama Balpande, Head of BookASmile at the special *Sultan* screening



Farzana Cama Balpande, Head of BookASmile with kids at special *Sultan* screening

book a smile

a BookMyShow initiative



Farzana Cama Balpande, Head of BookASmile with kids at special *Sultan* screening

### About BookASmile

BookASmile (BAS) is an initiative run by India's leading online ticketing brand BookMyShow created with a vision to support special causes and enrich the lives of the less fortunate across India through the medium of Experiences & Enjoyment. The initiative invests a lot of energies to create an inviting community to ensure that they can be privy to opportunities, by incorporating into their lives, activities and experiences from across genres like Sport, Cinema, Arts, Theatre & Music. The BookASmile initiative has been operational since 2014 and has been integrated within the BookMyShow App and website.

With BookMyShow's vast customer base, the initiative has been raising funds for special causes whereby every consumer can choose to contribute from Re.1/- per ticket - to a maximum of Rs. 5/- per transaction towards charity. For more information, please visit <https://in.bookmyshow.com/donation/>

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