



## Hackathon 'Code Rush' to take over BookMyShow this weekend

*BookMyShow's first ever 24 hour Hackathon will see participation from over 250 employees*

**Mumbai, June 2, 2017:** BookMyShow will turn into a coder's haven this weekend. More than 250 employees from BookMyShow's Mumbai and Bangalore offices, primarily from the engineering teams, will come together to participate in its first ever 24 hour Hackathon 'Code Rush'.

Commencing at 12 noon on Saturday, June 3, 2017, the hackathon will see over 70 teams of three working in full gear for 24 hours to come up and work towards an idea in line with the theme 'Renovate, Innovate and Initiate'. Thoughtfully selected BookMyShow jury, led by Viraj Patel (VP-Technology at BookMyShow), will not just identify the three winning teams but will more importantly offer constant guidance and support to the participating teams to enable them to deliver best results.

**Viraj Patel, Vice President-Technology, BookMyShow** said, "Hackathons are a great way to promote creative thinking, problem solving, collaboration and to unearth hidden talent. When people are put together in a fun and relaxed environment, we have often seen some incredible results and this is what we aim to achieve through our first ever Hackathon 'Code Rush'. We are quite excited to witness great ideas being coded and are keen to further develop the best ones to enhance user experience on BookMyShow."

In addition to free flowing food and music, to add an extra dash of fun, all participants will get BookMyShow goodies including t-shirts, stickers and badges. The winning teams will get to take home some fabulous prizes as well.

### **About BookMyShow**

BookMyShow, (Bigtree Entertainment Pvt. Ltd.), is India's largest online entertainment ticketing platform that allows users to book tickets for movies, plays, sports and live events through its website, mobile app and mobile site. Founded in Mumbai (India) in 1999 and launched in 2007, BookMyShow is now present in over 400 towns and cities across India, currently meeting the entertainment demands of millions of customers. For more information, please visit [www.bookmyshow.com](http://www.bookmyshow.com).

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