

## BookASmile reimagines the movie-viewing experience through a mobile digital theatre for the underprivileged

*The charity initiative of BookMyShow will use the mobile digital theatre to screen films across 10 villages in Palghar*

**Mumbai, June 14, 2019:** We all have a 'Bucket List' that we would like to tick off. While for some, it may be traveling the world over, for others it could be watching their favourite artist's concert or playing their most loved adventure sport. Yet there are some others who yearn to realise their basic dreams to watch a film on a large screen.

With an aim to enable the movie-watching experience for the less privileged in smaller towns, BookMyShow, India's leading entertainment destination, through its charity initiative BookASmile, has reimagined the experience through a mobile digital theatre in Maharashtra. The Mumbai-based firm has organised special screenings of Madhuri Dixit starrer 'Bucket List' in 10 villages in Palghar this month.

Through this mobile digital theatre, BookASmile is looking to take the digital movie-viewing campaign to over 7,000 residents from underprivileged communities in Palghar with 5 shows of the Marathi film spread across 2 days in each village. The initiative that began on May 29<sup>th</sup> has covered 5 villages of Satpati, Mahim, Murabe, Dandi, Kelwa so far and will continue until June 29<sup>th</sup> moving to other villages.

The unique theatre-on-wheels experience would be open to all age groups in each locality. Through the special screenings of 'Bucket List', the initiative aims to extend the opportunities and grant exposure to entertainment to the less privileged communities in a bid to help their overall development and growth.

Speaking about the initiative, **Farzana Cama Balpande, Head - BookASmile**, said, *"At BookASmile, it is our constant endeavour to spread learning through the lens of entertainment. We strongly believe that cinema is an extremely powerful medium of communication and has the ability to create meaningful impact. 'The Bucket List' has a slice-of-life storyline which is extremely entertaining and spreads the wonderful message of seizing each day of life. We hope that this entertainment experience brings a smile to all their faces."*

### About BookASmile

India's leading entertainment destination BookMyShow launched its charity initiative BookASmile in 2014 with a vision to support special causes and enrich the lives of the less fortunate across India through entertainment-led experiences. BookASmile 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 Cinema, Sport, Theatre, Music & Arts. 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 [www.bookmyshow.com/donation/](http://www.bookmyshow.com/donation/)

### 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 the 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)

**For further details, please contact:**

Supraja Srinivasan | [supraja.srinivasan@bookmyshow.com](mailto:supraja.srinivasan@bookmyshow.com) | +91-99306 81998

Jaanhavi Dhokariya | [jaanhavi.dhokariya@bookmyshow.com](mailto:jaanhavi.dhokariya@bookmyshow.com) | +91-75063 40552

Avni Jesrani | [avni.jesrani@genesis-bcw.com](mailto:avni.jesrani@genesis-bcw.com) | +91-82916 41669