This World Music Day let's groove to the beats of this Drum Jam Group

BookMyShow's charity initiative hosted a drum circle for 100+ NGO beneficiaries in Bengaluru

Bengaluru, June 21, 2019: Music is a powerful medium. It brings people together and creates excitement and joy. This World Music Day, the corridors of the Rangoli Metro Art Centre in Bengaluru resounded with drum beats, rhythm and sheer joy as 100+ underprivileged children got the chance to play their favourite tunes to their heart's content.

With an aim to spread cheer and celebrate the love for music, BookASmile, the charity initiative of India's leading entertainment destination, BookMyShow, hosted a drum circle called 'The Drum Jam' in partnership with NGOs - BOSCO and Dream A Dream.

It was truly a heart-warming sight to watch the children enjoy a fun evening, rejoicing the sound of music and celebrating the magical experience.

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/

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

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