

BookMyShow and PVR-backed Vkaao launches Vkaao Gems to bring Award-Winning Foreign Language Films to India

Vkaao Gems launches with the screening of Oscar-nominated film 'Capernaum'

Mumbai, June 24, 2019: Vkaao, India's first theatre-on-demand platform backed by BookMyShow and PVR Pictures has introduced Vkaao Gems an exclusive property that will bring the best foreign language films to cinemas in India. Vkaao Gems held its first screening on Friday with Oscar-nominated Lebanese film *Capernaum*, a story about the journey of a young boy who survives the dangers of the city streets using his wits. The film is being screened at PVR Cinemas for one week across 6 cities - Mumbai, Pune, Delhi NCR, Bangalore, Hyderabad and Chennai.

Vkaao Gems, the latest from Vkaao's stable, will offer viewers a chance to catch a host of foreign language films that audiences can otherwise access, only at international film festivals. Vkaao Gems will help bring such movies into Indian mainstream cinema viewing. In the initial phase the focus will be on critically acclaimed, award-winning and Oscar-nominated films. With this initiative Vkaao further aims at releasing international foreign films within a few weeks of their release in their respective home country.

The movies will be listed on BookMyShow under a different language tab in the dropdown section. Vkaao Gems has a power-packed line-up of films ready starting July, including the Japanese Oscar nominated film – *Shoplifters*, *Ash is Purest White* (China/Mandarin), *Yomeddine* (Egypt/Arabic), *Taxi 5* and *The Big bad fox and other tales* (French) and *Tokyo Ghoul S* (Japanese) through the year.

Vaibhav Lal, Co-founder & CEO, Vkaao, said, *"Cinema is a global art form. The world of cinema is vast and varied, filled with different stories, styles and languages and Vkaao Gems is the ticket to that world. Our vast and continually growing cinematic library offers audiences the chance to be able to experience films from all over the world. With such a wide theatrical influx of content storming Indian theatres soon, consumers have the privilege to become global cinema connoisseurs with Vkaao. With Vkaao Gems, audiences can enjoy the best of French, Japanese, Arabic, Chinese cinema and much more at their nearest theatre and gain an opportunity to experience foreign language cinema like never before."*

Marzdi Kalianiwala, Head – Marketing & Business Intelligence, BookMyShow said, *"We have seen a growing demand for international content in India over the years. Consumers are looking for new and varied content experiences that give them more exposure to global culture. Vkaao Gems will offer internationally acclaimed films in foreign languages to our vast user base of several millions, looking for a curated, niche and exclusive experience. Our analytical intelligence coupled with our huge data base enables these films to reach the right set of audiences making BookMyShow the preferred choice for a personalised cinematic experience."*

Kamal Gianchandani, CEO, PVR Pictures said, *"Bringing movies that would suit the tastes of discerning audiences has always been a key focus at PVR. Vkaao Gems is the latest addition to our offerings which aims at bringing star-studded line up of films from an extraordinary pool of global filmmakers. As we enter 3 years of Vkaao, we continue to grow driven by our dynamic team and our platform partners."*

Enabling over 4500 screenings from across genres and language, Vkaao offers a platform to showcase quality content to the Indian audience. With a library of over 650 movies offering an equal mix of Hollywood, Bollywood and regional content; the theatre-on-demand platform enables patrons to enjoy complete control of the movie viewing experience. Functioning through PVR Cinemas' theatrical

circuit and BookMyShow's online presence; Vkaao has enabled global content reach to the smaller towns of the country. It allows movie patrons to screen a film of their choice which is available in the Vkaao library on a specific date at a specific PVR theatre.

About VKAAO (vkaao.com) - Your Choice of Movie, At Your Choice Of Theatre, Now Possible

A fresh, disruptive medium of movie-going, Vkaao is a platform which gives viewers complete control of their movie watching experience at theatres. It allows them to select their preferred movie along with the location, date, and time of the screening at any theatre of their choice. This novel approach to movie going is why Vkaao is being considered as an exciting alternative to the conventional way of watching movies at the theatres. Vkaao's USP lies in its focus on leveraging state-of-the-art technology in order to create a social, crowd-sourced movie going experience and to add value for all key stakeholders.

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 Burrrp 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 PVR Pictures

PVR Pictures is the motion picture arm of PVR Limited, the largest cinema exhibition company in the country, with 781 screens at 166 cinemas spread over 67 Indian cities. PVR Pictures is the largest studio for the distribution of Independent Hollywood films in India. PVR Pictures is a prolific distributor of Indian films as well. Over 500+ Hollywood, 200+ Hindi and 100+ regional films across genres have been released under its banner since 2002.

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