

BookMyShow associates with ClearTax to help its partners get GST ready

Will offer 360 degree support through dedicated helpline, registrations, GSP-ASP solutions, and Managed services

Mumbai, June 29, 2017: BookMyShow, which is India's largest online entertainment ticketing player, today announced that it has partnered with ClearTax to enable and empower its valued partners to make a seamless transition into the new GST regime. ClearTax, India's largest income tax e-filer for individuals and businesses, will offer 360 degree support to BookMyShow's partners with its bouquet of services, including its bespoke *ClearTax GST* software solution.

A dedicated *ClearTax GST Helpline* handled by trained experts has been set up to provide GST related information and clarify doubts. ClearTax will also help BookMyShow partners with convenient registration services, simplified filing and reconciling tax returns in accordance with the upcoming GST rollout, and assist them to become GST compliant through its dedicated managed services. ClearTax will also educate BookMyShow's partners, including cinemas and event organizers, and help them get introduced to GST, its impact on the overall business and offerings to them.

Mitesh Shah, VP-Finance, BookMyShow said, "While at the macro level GST is definitely a positive move towards a much needed unified tax regime, it is also bringing about substantial changes in the way businesses function. In line with this, we realised that many of our partners were uncertain of the formalities and details associated with embracing the new GST regime. BookMyShow, which has been consistently helping its partners, decided to scale this initiative by partnering with ClearTax and thereby, enabling our partners to make seamless transition to GST. We are confident that our partners will benefit from BookMyShow's deep understanding of the entertainment business and industry and ClearTax's training modules and technology solutions."

Archit Gupta, Founder & CEO, ClearTax said, "We are excited to associate with BookMyShow on GST compliance. Some unique aspects are related to their business and with our 360 degree solution, BookMyShow can ensure compliance across the board. *ClearTax GST* software will be customised for BookMyShow so they are a step ahead on the new regime."

The ClearTax GST software is a ready-to-use cloud-based software that will enable BookMyShow partners with timely reconciliation and GST return preparation, and will therefore, eliminate the risk of penalties due to non-compliance or delayed filing. ClearTax's one-click solution can be integrated with existing ERPs and allows partners to file their returns via both online and offline utilities. The product is designed with an easy-to-use interface and has customized user dashboards.

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 500 towns and cities across India, currently meeting the entertainment demands of millions of customers. For more information, please visit www.bookmyshow.com

About ClearTax:

ClearTax is India's largest Tax platform trusted by over 1.5 Million Indians, CA firms and Businesses. ClearTax builds customer-focused, cloud-based fin-tech solutions that enable Enterprises, SMEs, CAs



and Individuals in simplifying their financial lives: tax filing, GST software, Savings & Investments and compliance needs. ClearTax has raised over \$15Mn from Sequoia, Founders Fund, SAIF, Y-Combinator, Max Levchin, Naval Ravikant and has been at the forefront of India's economic digitization. For more information, please visit : www.cleartax.com

Media Contacts:

Arushi Maheshwari | arushi.maheshwari@bookmyshow.com | + 91-880299023