

## **Justin Bieber ticket sales to go live on April 14 exclusively on BookMyShow**

- **Sale to begin at 2 pm**
- **Tickets will be priced INR 5040 upwards**

**Mumbai, April 13, 2017:** With less than a month to go for Justin Bieber's maiden concert in India (scheduled on May 10<sup>th</sup> at Mumbai's DY Patil Stadium), BookMyShow today announced that it will begin the second phase of ticket sales for the highly anticipated event on Friday, April 14<sup>th</sup> at 2 pm across all its platforms. This, incidentally, will also be the last chance for all Bieber fans to buy the tickets for this mega event.

This tickets will be priced INR 5040 onwards and BookMyShow will implement virtual *queue management* during online ticket sales to manage and organize traffic on its platforms. It has also set up a separate extension for users reaching out to the BookMyShow contact centre for any event related queries i.e. 022-61445050 and 022- 39895050 (Extn-5).

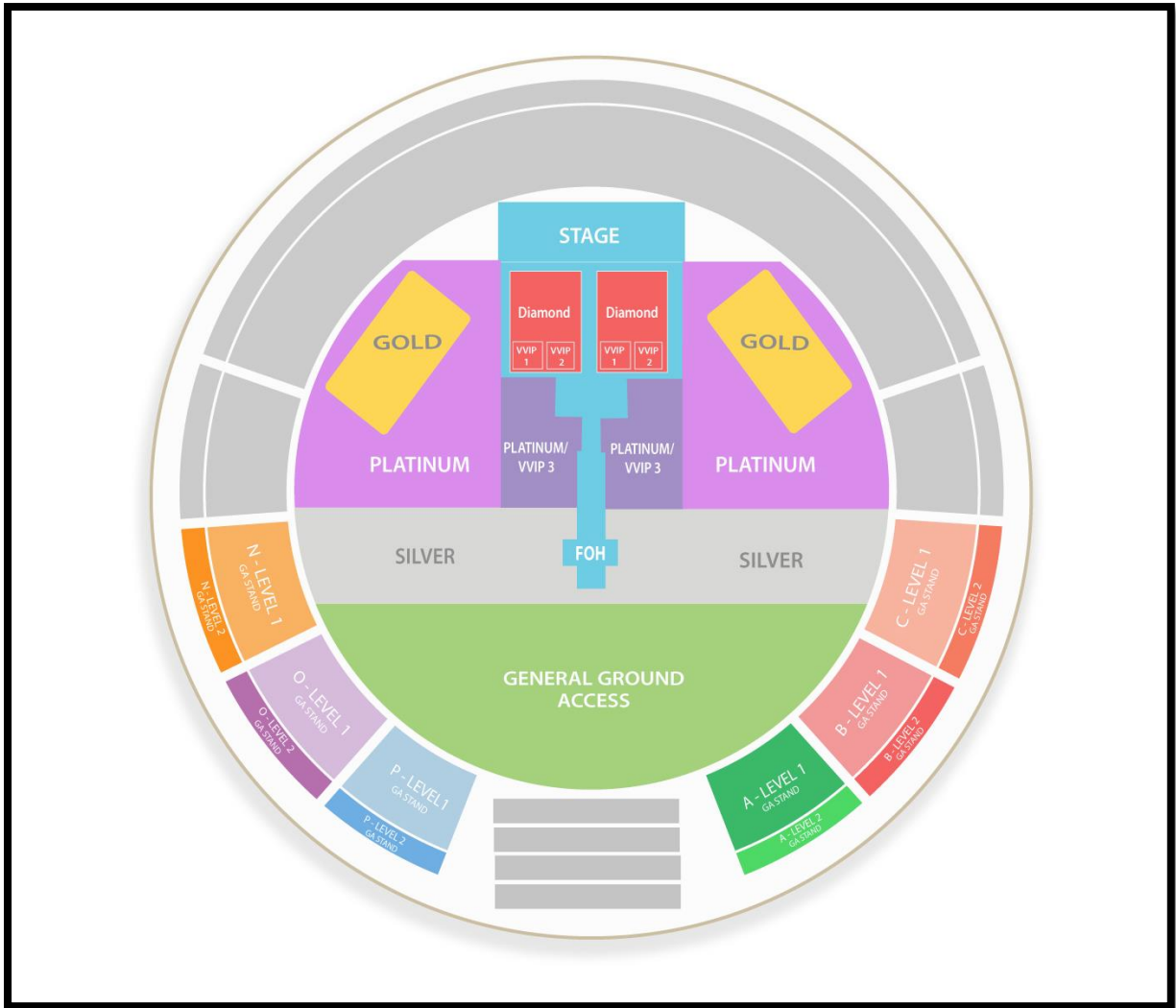
BookMyShow will also provide end to end ticketing solutions for the event right from ticket printing to their home delivery. As part of the solutions offered, BookMyShow will also oversee and handle on-ground management of the event which will include gate entry management via automated gates using turnstiles and PDA scanners.

The Justin Bieber Purpose Tour, brought to the country by White Fox India, promises to be among the biggest musical acts in the recent times and BookMyShow is committed to make it a phenomenal success.

**Kumar Razdan, Head- Business Development (Events), BookMyShow said,** "We received an extraordinary response during the first phase of ticketing for Justin Bieber's Purpose World Tour to India (on February 22, 2017). Select categories such Diamond, VVIP 1 and VVIP 2 were sold out on BookMyShow in a span of less than four hours. We are excited to once again give access to people to buy tickets for this much awaited event."

**Arjun Jain, Director, White Fox India said,** "We are elated with the phenomenal response we garnered from the phase one announcement and anticipate a greater surge in sales during the phase two announcement."

**Venue Layout (for representation purposes only):**



### 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).

### About Purpose World Tour

Purpose is Justin Bieber’s first album in two years. Right after its release, Purpose was the most streamed album on Spotify in one week with What Do You Mean as the most played song. The Purpose World Tour has already mesmerized fans and critics alike across the United States, Canada and Japan last year. This year, apart from India, the Asia leg of the tour comprises Tel Aviv in Israel and Dubai in the United Arab Emirates.

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