BookMyShow users across 96 cities in India can now avail FREE MyCoupons with all their tickets

MyCoupons offers fabulous discounts across 2500+ food retail brands around 10500+ cinema and event venues across India

Mumbai, March 27, 2018: BookMyShow, India's largest online entertainment ticketing brand, today announced that its customers will now be able to avail fabulous discounts at restaurants and cafes using MyCoupons with any ticket booked on their platforms (website, app, mobile web). BookMyShow customers can select upto two free and exclusive discount coupons when they purchase any ticket on BookMyShow and can avail them at popular eating places in the vicinity of the cinema or event venue they are visiting. With a validity of upto 7 days (including the day of the movie or event), MyCoupons can be simply redeemed at the preferred restaurant or café, by simply showing the received e-mail or SMS to avail discounts.

To enhance and complement the overall movie going business, BookMyShow first piloted this offering in Mumbai and Pune in 2016 allowing its users to avail the benefits of MyCoupons when they bought movie tickets through BookMyShow. Seeing the phenomenal response to this, BookMyShow has now expanded this offering to the non-movies segment as well across 96 cities in India. BookMyShow has partnered with over 2500 food retail brands right from local city food joints to popular national chains including McDonald's (Hardcastle Restaurants), Chaayos, Mainland China, Mad Over Donuts, Punjab Grill, Baskin Robbins, Pizza Hut (Sapphire Foods), Subway, etc. to cover a combined 7200 + outlets around 10500+ cinema and event venues across these cities.

Marzdi Kalianiwala, VP- Business Intelligence and Marketing, BookMyShow said, "Going out with for movies and events is not just an activity but rather an experience that we share with our friends and family. In most cases, this experience remains incomplete unless we eat out with them either before or after the film, concert, play etc. Since we know when and where our users are consuming the content, we are able to ensure that relevant and highly contextual offers are targeted towards them, thus strengthening the overall proposition through MyCoupons for our users. We have witnessed an extremely warm and rapid response to MyCoupons across all markets and are now aggressively working towards its expansion to delight many more users."

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

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