



Fantasy Sports company 'Fantain' ropes in Suresh Raina as its brand ambassador

~Launches a special campaign #GameHaathMein~

Mumbai, March 22, 2019: Fantasy sports and fan engagement company Fantain Sports, today announced the appointment of Indian cricket star Suresh Raina as its brand ambassador. The left-handed batsman will be the face of the company across all its brand communication campaigns starting March 2019, ahead of the 12th season of the Indian Premier League and ICC Cricket World Cup 2019.

Suresh Raina is the first Indian batsman to score a century in all three formats in international cricket and was a significant part of India's winning squad at the World Cup in 2011. He is the leading run scorer across IPL's 11 seasons and a critical team member of the three-time winner and defending champions Chennai Super Kings. Raina is also only the second youngest player to don the captain's hat in the ODI format for India.

Commenting on the partnership, **Anand Ramachandran, Co-founder and CEO, Fantain** said *"Suresh Raina is a legend in his own right and we are delighted to be associated with him. His sheer talent, teamwork and energy have won several matches for India and CSK. He always plays the game with a straight bat and this partnership is a perfect fit for us, as we build a platform based on trust and transparency. We wish Suresh the best of luck for this IPL and beyond."*

Speaking about the association, **Suresh Raina, cricketer and brand ambassador for Fantain**, said, *"Fantain offers a great way for sports fans to experience fantasy sports. I am delighted to be associated with a company that provides a fantastic opportunity for sports enthusiasts to come closer to the game. The passion and energy that the Fantain team brings to the table has been a key driver in forging this partnership. I look forward to collaborating with them and engage with fans on a more personal level."*

Fantain will unveil its marketing campaign #GameHaathMein which is a call to every fan to become an active one by following his/her favourite sport on their mobiles. Along with the campaign, Fantain will launch a new version of the app that will include exciting new features like multi-match fantasy, block-chain security, additional player statistics, additional payment options and enhanced cricket content. The campaign will also target the vast customer base of BookMyShow, with a host of exciting free giveaways. BookMyShow is a strategic investor in the Chennai-based firm.

About Fantain

Founded in 2013, Fantain is a fantasy sports company that offers a host of fantasy games aligned with real world sporting events. Fantain uses technology in the world of sport to bring fans ever close to the sport they love. Fantain is focused on fan engagement and currently runs one of India's most popular fantasy platforms. For more information, please visit www.fantain.com

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 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

For further details, please contact:

Supraja Srinivasan | supraja.srinivasan@bookmyshow.com | +91-99306 81998

Jaanhavi Dhokariya | jaanhavi.dhokariya@bookmyshow.com | +91-75063 40552

Avni Jesrani | avni.jesrani@genesis-bcw.com | +91-82916 41669