



BookMyShow opens gates to IPL tickets; Partners exclusively with top four teams

Owens 50% of the entire ticket inventory with Chennai Super Kings, Kolkata Knight Riders, Mumbai Indians and Rajasthan Royals on board

Mumbai, March 08, 2019: Packed stadia, cheering crowds rooting for their favourite player and team, the sound of the bat hitting the ball for a boundary, the anxiety of the last over and to top it all, the iconic IPL tune. If you haven't experienced the thrill of a T20 game from the stands in a nail-biting finish, have you really watched it at all?

Skip the queues and block your tickets on India's leading entertainment destination, BookMyShow, to witness all the action live. BookMyShow has tied up with four of the top VIVO IPL 2019 teams as their exclusive ticketing partner.

Fans from across the country and beyond can book their tickets on BookMyShow to watch reigning champions Chennai Super Kings, Mumbai Indians, Kolkata Knight Riders, Chennai Super Kings and Rajasthan Royals live in action on their home grounds. Registrations for tickets to home boys Mumbai Indians' games go live today with public ticket sales kick-starting March 9th.

With this partnership, BookMyShow owns 50% of the entire ticket inventory for IPL 2019.

Through its compelling partnership with leading IPL teams across the league's previous seasons, the platform has helped franchises steadily grow in scale and size, as millions of BookMyShow users throng to the stadium each year to watch their favourite match live.

Albert Almeida, COO - Live Entertainment, BookMyShow said, "We are excited to continue our association with the leading teams at IPL this year too. The four teams include defending champions Chennai Super Kings, the stellar Kolkata Knight Riders, house favourites Mumbai Indians and the champion challengers Rajasthan Royals. We are delighted to partner with each of these teams and provide their fans with BookMyShow's unmatched suite of services. With IPL 2019, we look forward to upping the ante and providing a great seamless experience for the millions of fans right from the time they log onto our platform and until they leave each venue. May each game be more exciting than the other and fans have the time of their lives. May the best team win!"

BookMyShow will focus on engaging with crazy cricket fans across various online & offline campaigns throughout this 12th edition of IPL.

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