

## 950 underprivileged go on a magical ride of Disney's Aladdin with actor Maniesh Paul

*BookASmile, the charity initiative of BookMyShow held a special showcase of the Broadway-style musical for beneficiaries from 15 NGOs in Mumbai*

**Mumbai, May 10, 2018:** Today was an unusual afternoon at The National Centre of Performing Arts in Mumbai. While this melting pot of arts and culture is used to hundreds of people visiting it every day, today it was home to over 950 underprivileged people who had come from all over Mumbai to enjoy BookMyShow's stage production of Disney's Aladdin. The afternoon, organized by BookASmile, the charity initiative of BookMyShow, brought together less fortunate people from all walks of life to see this grand and mesmerizing musical production. The afternoon became even more special when they were joined by popular actor and anchor Maniesh Paul, who visited NCPA and spent time with them.

**Actor Maniesh Paul** said, "I believe entertainment is so much more than giving people a chance to have fun or enjoy themselves. In its various forms and formats, entertainment is a window to new cultures, languages, wisdom, talent and opportunities, important for the well-rounded development of the young generation today. Unfortunately, not all of us are lucky enough to be privy to such experiences which is why it was incredible for me to be a part of this wonderful afternoon hosted by BookASmile, allowing the less fortunate to be able to see a musical of this scale."

"BookASmile strongly believes in giving the less fortunate access to experiential learning through entertainment led experiences. With BookMyShow's Disney's Aladdin in town, it was definitely something that we wanted to take to the less fortunate, allowing them to not just create fond and happy memories, but also give them a chance to be a part of and explore *a whole new world*", said **Farzana Cama Balpande, Head- BookASmile, the charity initiative of BookMyShow**. She added, "We are grateful to Maniesh Paul to join us and thank him for sharing and believing in our vision; his presence definitely made the afternoon special for all those who came to NCPA today."

BookASmile partnered with over 15 NGOs for this initiative, who support different causes right from integrated learning for children and developing life skills to providing basketball and football coaching to the less fortunate. An excited **Sita Patil, 15, who got to see Disney's Aladdin** said, "My friends and I have never seen something so beautiful before. Everything in Disney's Aladdin was so grand- from the stage, the costumes, to live singing and dancing. It was definitely inspiring to be here. Plus, to meet Maniesh Paul was definitely unexpected."

### About BookASmile

BookASmile (BAS) is the charity initiative run by India's leading online entertainment ticketing brand BookMyShow. Created with a vision to support special causes and enrich the lives of the less fortunate across India through the entertainment led experiences, the initiative invests a lot of energies to create an inviting community to ensure that they can be privy to opportunities, by incorporating into their lives, activities and experiences from across genres like Sport, Cinema, Arts, Theatre & Music. The BookASmile initiative has been operational since 2014 and has been integrated within the BookMyShow App and website. With BookMyShow's vast customer base, the initiative has been raising funds for special causes whereby every consumer can choose to contribute from Re.1/- per ticket - to a maximum of Rs. 5/- per transaction towards charity. For more information, please visit <https://in.bookmyshow.com/donation/>

### About Disney's Aladdin



a BookMyShow initiative

Disney's Aladdin, produced by BookMyShow, is a once-in-a-lifetime theatrical experience. This enchanting musical has been reimagined for the Indian stage and the fable comes to life with 450 costumes and 14 locations depicted on stage by 50 performers. This entertaining Broadway-style stage show with its foot-tapping music, dazzling choreography and stellar performances promises to take the audience through a myriad of emotions.

### **Media Contacts**

Arushi Maheshwari | [arushi.maheshwari@bookmyshow.com](mailto:arushi.maheshwari@bookmyshow.com) | + 918802999023

Natasha Kini | [Natasha.kini@bm.com](mailto:Natasha.kini@bm.com) | +91 9820227972

Avni Jesrani | [avni.jesrani@bm.com](mailto:avni.jesrani@bm.com) | +91 8291641669