

## **BookMyShow- the ‘Baahubali’ of online ticketing; contributes over 120 cr to the opening weekend collection of Baahubali 2**

- Sold over 6.2 million tickets for Baahubali 2 so far
- More than 1 Lakh tickets sold in 60 minutes during peak hours over the weekend- that’s over 27 tickets a second!

**Mumbai, May 1, 2017:** Records continued to get shattered this weekend on BookMyShow as Baahubali 2’s magic cast its spell. BookMyShow alone contributed over 120 cr to Baahubali 2’s opening weekend collection in India by selling over 6.2 million tickets. Baahubali 2 also became the first film on BookMyShow to generate more than 100 cr business in a single weekend. BookMyShow had previously crossed the 100 cr mark for Dangal over a span of 4 weeks since its release.

During the peak hours over the opening weekend of this mega blockbuster, BookMyShow sold over 1 Lakh tickets for the film in just 60 minutes i.e. over 27 tickets a second.

**Ashish Saxena, COO-Cinemas, BookMyShow** said, “BookMyShow has indeed received an overwhelming response for Baahubali 2. The film, with sheer power of its content and storytelling, has not only broken many previous records on our platform but has also created new ones. We are excited to have enabled millions of Baahubali fans to watch this spectacle through the use of our incomparable platform.”

### **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).

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