

## **Niki.ai and BookMyShow partner to provide the smartest movie booking experience**

- *Fulfilled by BookMyShow, customers can use chatbot Niki to complete their movie ticket bookings*

**Mumbai, May 23, 2017:** Leading AI startup, Niki.ai has partnered with India's largest online entertainment ticketing platform BookMyShow. Fulfilled by BookMyShow, Niki users can now search and book movie tickets across the country at their preferred cinema venues, while simply chatting with Niki. The Artificial Intelligence powered chat experience provides easy discovery and a host of options to the customers.

Niki, while using emerging technologies of Artificial Intelligence, Machine Learning & Natural Language Processing, makes the whole movie booking process as simple as talking to a human booking agent since chatbot 'Niki' has the capability to understand complex queries. For example, say you want to watch a movie today with your office colleagues, but you can only watch after work and for convenience of everyone, you want to watch it in a theatre near your office. You can simply type '*Show English action movies near MG Road after 8PM for today*'. You can thus apply multiple filters, such as movie name, genre, show timings, theatre location and more, easily in a single text message to Niki. Niki understands that users have multiple preferences while booking movie tickets and makes it extremely simple to work around these by presenting the users with options and recommendations that best suits their needs. In addition to being speedy and convenient, the experience offered is also highly personalised.

Speaking on the partnership, **Mr Sachin Jaiswal, CEO, Niki.ai** said, "*We are excited to partner with BookMyShow and integrate their movie ticket booking platform on Niki. With our vision to provide consumers with the most natural, simple and intelligent mode of transacting online, we have leveraged our technology of artificial intelligence combined with tackling consumer problems to build a one of a kind conversational theatre discovery and ticket booking experience.*"

**Mr. Parikshit Dar, Director, BookMyShow** said, "*BookMyShow has always been keen to partner on initiatives that promote new technologies and we are now excited to take lead in exploring the potential of chatbots in movie ticket bookings in India. With 75% of transactions coming through mobile on BookMyShow, we understand the importance of a 'mobile first strategy' and believe that our association with Niki.ai is a step forward in this direction.*"

### **About Niki.ai:**

Artificial Intelligence (AI) holds immense potential for the global market, and this is the reason why the year 2017 is being predicted to be that of Artificial Intelligence. Among the most renowned, famous and successful startups that have mushroomed recently around this concept

is Niki.ai, a technology focused company that envisions to make artificial intelligence accessible to everyone, i.e. Businesses and Consumers. The company provides a simple and easy to use chat interface to shop for products and services. To the businesses, it provides a plug and play technology that can be easily integrated everywhere including operating systems, on messaging platforms messenger, and on the brand's applications (app and web).

Started in 2015, and funded by Mr. Ratan Tata and Unilazer Ventures, Niki.ai envisions to provide one shop for everything commerce. Niki is an AI bot who converses to help you shop for products and services and makes the whole journey from discovery to transaction fast, convenient and extremely simple.

With a 35% month-on-month revenue growth, the company has 50+ partners on board, with many more in the pipeline. On the customer front, the company has more than 400,000 customers using Niki. The company plans to integrate many more services on its platform so that for most of the needs that a consumer may have, Niki is the first thing that strikes his mind. It also plans on being on a lot more platforms like iOS and messaging platforms like Slack. In short, the company's vision is to be ubiquitous - Everywhere and for everything commerce.

App link: [niki.ai/app](https://niki.ai/app)

#### **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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