



BookMyShow appoints Albert Almeida as Chief Operating Officer, Non-Movies

Mumbai, May 28, 2018: BookMyShow today announced the appointment of Albert Almeida as Chief Operating Officer (COO) - Non-movies. The new role has been carved out at a time when BookMyShow is taking the lead in building and nurturing an ecosystem for theatre, sports, music concerts and other live experiences and events thereby giving their existing loyal movie going customer base and newer audiences a lot more entertainment choices.

In his new role as COO- Non Movies, Albert will report to Ashish Hemrajani, Founder and CEO of BookMyShow and will lead the next phase of growth and expansion for the company. Albert will drive efficiency and agility within BookMyShow to ensure there's a sharp focus on each of the non-movie verticals. He will also work with existing and new partners to give consumers access to some of the biggest and most unique entertainment experiences and will be responsible in identifying untapped growth opportunities in the market.

Commenting on the expansion of BookMyShow's leadership team and the new appointment, **Ashish Hemrajani, CEO and Founder, BookMyShow** said, "We are excited to have Albert on board and welcome him to BookMyShow. I first worked with him from 1997-1999 and we have stayed friends. Now, as we set out to create, develop and bring to India entertainment experiences which are on par with the best in the world, I am very fortunate to have a talented and experienced colleague to work with alongside. We look forward to setting new standards in this space and are absolutely confident that Albert has the ability to lead this journey."

Albert Almeida brings with him over 25 years of experience having worked with eminent broadcast, digital media and advertising giants before joining BookMyShow. In his last assignment as COO- Hungama Digital Media Pvt. Ltd, he led Hungama Mobile's domestic and international businesses. He also worked as Executive Vice President with Sony Entertainment Television for over half a decade during which he led the SET and MAX brands. Before this, he spent over a decade with J. Walter Thompson in various roles, the last being as Vice President and Regional Account Director on the Unilever Business.

Commenting on his new appointment with BookMyShow, **Albert Almeida, COO- Non-Movies, BookMyShow** said, "I am delighted to join the BookMyShow team and look forward to my new role. BookMyShow, over the years, has established itself as a loved brand with clear market leadership. As a loyal consumer of the service I have seen how BookMyShow has constantly redefined the space it operates in and has set a clear vision and roadmap for the entertainment lifecycle of its customers. We see a huge opportunity in the non-movie entertainment space and are committed to driving the next phase of growth from here. I am excited to be a part of this journey as we diversify into new avenues of entertainment."

About BookMyShow:

BookMyShow is India's biggest entertainment destination. Over the years, the company has transformed from a purely online ticketing player for movies, sports, plays and events. Today, with presence in over 650 towns and cities in India, BookMyShow works with partners across the industry to provide unmatched entertainment experiences to millions of customers, on par with global entertainment standards. It is constantly innovating to increase its ownership share in the Indian entertainment value chain by relying heavily on its analytic capabilities and incisive understanding of customers. Along the way BookMyShow has produced music concerts and theatricals, introduced audio entertainment service Jukebox, built India's largest organic reviews and ratings engine for movies and has driven technology innovations, such as the m-ticket, impacting both users and the industry at large.



Since its launch in 2007, BookMyShow has been committed to its customers. With continued support from investors Stripes Group, Network 18 (Reliance), Accel Partners and SAIF Partners, BookMyShow (which is part of Bigtree Entertainment, founded in Mumbai in 1999), is invested in providing the best user experience, whether it's on ground at an event or online. Demonstrating category leadership, BookMyShow has expanded its operations to Sri Lanka and Indonesia and has invested in companies including Do-It-Yourself events registration and ticketing platform Townscript and Fantain, a fantasy sports platform for Cricket and Kabaddi. It is also committed to society at large by way of their charity initiative BookASmile, which provides entertainment experiences to the underprivileged. For more information, please visit www.bookmyshow.com

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