



BookASmile promotes film making at the grass root level; supports workshops for lesser fortunate children

- *Associates with 6 NGOs across the country to conduct 12 day workshops for 250 children*

Mumbai, May 29, 2017: With an aim to promote film making among the lesser fortunate children, BookASmile, the charity initiative of BookMyShow, today announced that it has successfully completed the first edition of the initiative as part of which it supported 6 NGOs to conduct 12 day workshops to train 250 children across India.

The initiative, which was conducted in association with a leading production house, took a team of industry experts across the geographies of Maharashtra, Bihar, Himachal Pradesh, Odisha to implement and conduct the specially curated workshops. The children were divided into small groups and were taught various aspects of film making- from selecting a topic to practical sessions.

Conducted by industry veterans, the children were taken through the processes of script writing, screenplay, shooting, directing, acting, and editing that finally culminated into the creation of 12 beautiful short films. These films reflect interesting storylines based on diverse Indian cultural influences, along with soul-stirring messages. Set against the backdrop of colourful Indian landscapes, the results are a cinematographic treat that will be showcased at the India Alive Short Film Festival in Mumbai at the end of the month.

Farzana Cama Balpande, Head- BookASmile said, “At BookASmile, we are committed to enriching lives through entertainment led experiences. We realised that India is land of abundant talent and all it takes is someone to identify them, provide them with necessary guidance and finally, give them a stage to present it to the rest of the world. With this in mind, we are delighted to have supported film making among talented children residing in different parts of the country. By working closely with our partners, we were not just able to teach the children the art of film-making, but have introduced to them opportunities that could possibly help them build better lives.”

About BookASmile

BookASmile (BAS) is an 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 medium of Experiences & Enjoyment, 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 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

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