BookMyShow sells over 3.5 million tickets for Avengers: Infinity War; contributes close to 45% to its opening weekend collection in India

- **12 tickets a second sold on BookMyShow during the peak rush hour**

Mumbai, May 4, 2018: Avengers: Infinity War set new records on BookMyShow as it became the first Hollywood film to sell an unprecedented 12 tickets a second when the bookings were at its peak on the weekend. BookMyShow has so far sold over 3.5 million tickets for this mega blockbuster and has contributed close to 45% to the film's opening weekend collection in India.

The advance sales of the film were driven majorly by its English version given the high decibel buzz surrounding it. However, once the film released on April 27, 2018, BookMyShow witnessed a huge spike in the tickets sales for regional language versions of the film. 74% sales for its Hindi version happened post the release of the film indicating the massive role played by strong word of mouth.

Marzdi Kalianiwala, VP- Marketing and Business Intelligence, BookMyShow said, "BookMyShow has received an overwhelming response for Avengers: Infinity War and combining forces with Disney India went a long way in achieving such phenomenal results. The film, with its strong fan following and powerful content and storytelling has created new records on BookMyShow. By contributing close to 45% to the film's opening weekend Net collections, we are thrilled to have been the default movie ticketing platform for millions of Avengers fans across the country."

"The performance of the movie is a testament to the strength of the Marvel brand in India. Epic storytelling combined with our localization efforts has resulted in Marvel movies rewriting the box office records year-on-year. We always strive to work with the best-in class partners like BookMyShow whose efforts have enabled us to extend the experience to cinema-goers across the country," said **Bikram Duggal – Head, Studio Entertainment, Disney India**.

Avengers: Infinity War also earlier created the record for highest ever advance sales on BookMyShow among Hollywood films. It sold over 1 million tickets even before the film's release. BookMyShow also joined forces with Disney India to combine their digital efforts for this film and together developed a deeper understanding of consumer buying behaviour and purchase patterns.

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 650 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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