

Singapore Tourism Board in collaboration with BookMyShow launches consumer engagement initiative *'My Singapore Connect'*; To bring artists from India and Singapore together

~ The four-part web series will feature renowned talents from both the countries, bonding over their passion for culinary, film making, music and comedy ~

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SG Singapore Passion Made Possible Big Small World

Varun Thakur | Zoya Akhtar | Ranveer Brar | Prateek Kuhad

India, November 16, 2020: In a bid to engage with consumers from one of the fastest growing traveler-markets – India, the Singapore Tourism Board (STB) has partnered with BookMyShow (BMS), India's leading entertainment destination, to give users a glimpse of the iconic culture and beauty of Singapore. A part of STB's latest consumer engagement experience *'My Singapore Connect'*, this initiative brings together acclaimed talents from India and Singapore, through a four-part web series which will be released exclusively on the streaming platform *BookMyShow Online*, on November 28th & 29th and December 5th & 6th.

A true reflection of the initiative's tagline *'Where Passions Meet'*, the web series celebrates creativity across various art forms, including film-making, music, food and comedy through interesting, candid conversation between renowned artists across India and Singapore. Each episode will be headlined by an Indian artist in an engaging interaction and conversation with their Singaporean counterpart, giving consumers a rare opportunity to catch them as they share stories of their passion for their respective crafts.

The exciting line-up will feature **Chef Ranveer Brar**, MasterChef India judge partner with **Chef Bjorn Shen**, MasterChef Singapore judge to share their culinary pursuits, passion for food and what keeps them busy when they are not cooking. **Zoya Akhtar**, critically acclaimed director-producer of *'Gully Boy'* and *'Zindagi Na Milegi Dobara'* and **Boo Junfeng**, an award-winning Singapore film director will share how they unwind after a hectic filming schedule, why food plays a prominent role in deciding a shoot location and what first excited them to pursue filmmaking.

Audiences will witness the candid bonhomie between *Singapore's home-grown DJ and music producer Manfred Lim (Myrne)* and **Prateek Kuhad**, singer-songwriter who was among the line-up of international artists at the off-track entertainment gala at the 2016 Formula 1 Singapore Grand Prix and see them perform their popular music sets and chat about how they keep their fans engaged during this pandemic

and the urge to perform live once again. **Varun Thakur**, the crowd-favourite Indian comedian who performed in Singapore in 2018 and **Sharul Channa**, Singapore female stand-up comedian artist will reminisce the time they met in Mumbai, upcoming gigs they are planning and test each other on who can remember the most number of shopping brands at the Changi airport.

This first-of-its kind partnership between STB and BookMyShow will leverage the ever-growing and evolving virtual medium, keeping audiences engaged and entertained in these extraordinary times. While entertaining audiences with lesser known facts about the artists from both countries, the videos will also showcase the different locations in Singapore and the affinity between the artists, thus furthering the initiative's underlying theme of **'My Singapore Connect - Where Passions Meet'**.

Speaking about this initiative, **G B Srithar, Regional Director, India, Middle East & South Asia (IMESA), Singapore Tourism Board (STB)**, said, "India and Singapore share many cultural similarities and we want to use this opportunity to further highlight and strengthen the emotional connect between both countries. We are delighted to bring together these virtual experiences and continue reaching out to people of common passions. The STB's association with BookMyShow reaffirms our commitment to innovatively engage with our consumers by bringing together renowned artistes from both countries to collaborate and deliver engaging, entertaining content. We hope that the 'My Singapore Connect' videos will delight the viewers and inspire visits to Singapore, when the time is right."

Talking about the partnership and the initiative, **Marzdi Kalaniwala, Head – Marketing and Business Intelligence, BookMyShow** said, "India and Singapore have a shared culture with love and enthusiasm for all out-of-home experiences. BookMyShow's extensive capabilities of robust data analytics, customer insights and an entertainment-loving user base of millions of loyal consumers along with STB's rich and deep understanding of the cultural ethos of Singapore as one of the most loved global travel destinations meant this partnership was a natural fit. We are excited to extend this unique experience to and offer our consumers, an opportunity to be a part of enriching conversations amongst renowned artists across cinema, music, comedy and food through the virtual experience of the 'My Singapore Connect' initiative."

Beyond the episodes, the partnership will also look to take **'My Singapore Connect'** to the next level by enabling the artists to meet in person in Singapore, when normalcy returns and travel is possible, to turn their inspirations to reality across their art forms.

Speaking on their association with **'My Singapore Connect'**, the artists said:

Zoya Akhtar: "The appetite for cinema is fast continuing to evolve, with audiences across the globe having access to content like never before! Cinema as an art form has been transcending geographical barriers for decades now but technology has enabled it to reach everyone. My association with 'My Singapore Connect' - an initiative by the Singapore Tourism Board and BookMyShow is a true reflection of that evolution. I am so excited to catch up with Boo Junfeng and see the world through his films, his eyes as he takes me through some of the most iconic locations in Singapore, a country that remains one of my most favourite destinations to visit and I can't wait to shoot there now that I have seen locations that were as yet hidden away to a tourist."

Ranveer Brar: "For me, food and travel always go hand in hand because I connect with a cuisine better when I have understood how it has evolved. I have fond memories of my last few visits to Singapore and exploring its diverse culture and cuisine, especially, street food. I am super excited to team up with Chef Bjorn Shen, with whom I discovered a lot of common ground, not just w.r.t food, but life and business

too! All this and more coming your way, thanks to 'My Singapore Connect' by Singapore Tourism Board and BookMyShow."

Varun Thakur: "Singapore was the first international destination I went to as a child so it always holds a special place in my heart. Going there as an adult last year brought all the fun memories back and helped me make some more. I'm grateful to 'My Singapore Connect' for the opportunity to collaborate with Sharul, someone whose personality, vibe and comedy I admire a lot. I'm excited to chat with her about food, music, culture and get all possible tips and tidbits for my next Singapore visit. I want to thank the Singapore Tourism Board and BookMyShow once again for this opportunity that's bringing artists together from both countries."

Prateek Kuhad: "While I only got to travel to Singapore in 2016 for the Music Matters festival and a couple of shows at the F1, I'd love to find more of a 'My Singapore Connect' with the city. I'm looking forward to chatting with Myrne to understand and learn more about Singapore, its music and the food surprises they have to offer. Hopefully our stories of touring and travels make for an interesting conversation for you guys. Shout out to Singapore Tourism Board and BookMyShow for putting this piece together!"

Boo Junfeng: "Cinema has always held sway over the Indian audiences and even here, in Singapore we have seen how popular Indian movies can be. I am very fond of Zoya Akhtar's film, Gully Boy, and it's a privilege for me to share screen space with her in a video where we talk about our shared passion for filmmaking. In addition to this, I shall be taking Zoya through the vivid cultural scenes of Singapore and rediscovering the source of ideas for our favorite art form. I am thrilled to be a part of this initiative by Singapore Tourism Board and BookMyShow for offering this platform to reach out to the Indian audience."

Chef Bjorn Shen: "Food is always a subject of great interest whenever I travel; and having visited India, I have seen first-hand the buzzing food culture of the country. I'm thrilled to join hands with rockstar Indian chef Ranveer Brar in discussing our passions for cooking and swapping stories of the great culinary cultures of both our countries. I hope that through 'My Singapore Connect', viewers are able to taste these delights, even if only through their screens for now."

Sharul Channa: "The world has seen some really grey days over the past few months and I think we all collectively value the power of a good laugh now. I've always had great fun when I've visited and performed with an Indian audience and I'm thrilled to collaborate with Varun Thakur for 'My Singapore Connect'. I'm sure we both have some interesting anecdotes to share and this will translate into a friendly banter. Through all of this we also hope to showcase a lot of common ground between both countries. This is a wonderful and unique platform for us to connect with our fans."

DJ Myrne: "For me, music has always transcended barriers. So, I am thrilled to collaborate on this project with Singapore Tourism Board and BookMyShow to engage with Indian fans! It will be great to virtually meet Prateek Kuhad and understand the roots of his music. Also, to share 'My Singapore Connect' and chat about how our home base enables us to draw inspiration for our common passion of creating music. Singapore has a growing and diverse music scene, while India is well known for its rich legacy in music. I hope Prateek and I will be able to jam together someday in person representing the best of both countries."

Registration Link: <https://in.bookmyshow.com/events/my-singapore-connect/ET00300898>

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions. For more information, visit www.stb.gov.sg or www.visitsingapore.com or follow us on Twitter @STB_sg (https://twitter.com/stb_sg)

About BookMyShow

Launched in 2007, BookMyShow, owned and operated by Big Tree Entertainment Pvt Ltd, is India's leading entertainment destination and the one-stop shop for every out-of-home entertainment need. The firm is present in over 650 towns and cities in India and works with partners across the industry to provide unmatched entertainment experiences to millions of customers. Over the years, the company has evolved from a purely online ticketing platform for movies across 6,000 screens, to end-to-end management of live entertainment events including music concerts, live performances, theatricals, sports and more, all accomplished at par with global standards. Some of the key properties that BookMyShow has brought to its markets over the past few years include U2's The Joshua Tree Tour, NBA's debut games in India, Disney's Aladdin, Cirque du Soleil BAZZAR as also international artists such as Coldplay, Ed Sheeran, Justin Bieber to name a few.

BookMyShow has also built India's largest organic reviews and ratings engine for movies and has driven technology innovations, such as the m-ticket and Movie Mode, impacting tens of millions of users and the industry at large. With continued support from investors including TPG Growth, Stripes Group, Elevation Capital (formerly SAIF Partners), Accel and Network18, BookMyShow is invested in providing the best user experience, whether on-ground or online. Demonstrating category leadership, BookMyShow has grown beyond India with operations in Dubai, Indonesia, Sri Lanka and Singapore amongst others. The Mumbai-headquartered company counts Ticket Green, Eventifier, Masti Tickets, Townscript and Burrp amongst its key investments in the sector. BookMyShow is also committed to society at large, by way of its charity initiative BookASmile, which provides entertainment experiences to the underprivileged. For more information, please visit www.bookmyshow.com

For further details, please contact:

Singapore Tourism Board:

Pooja Raut | Pooja_RAUT@stb.gov.sg | 98207 52565
Sreyashi Borah | sreyashi.borah@adfactorspr.com | 98117 07467

BookMyShow:

Supraja Srinivasan | supraja.srinivasan@bookmyshow.com | +91-99306 81998
Jaanhavi Dhokariya | jaanhavi.dhokariya@bookmyshow.com | +91-75063 40552
Avni Jesrani | avni.jesrani@genesis-bcw.com | +91-91670 18193