

Now book your movie tickets on Amazon.in; powered by BookMyShow

National, November 2, 2019: Amazon India and BookMyShow today announced the launch of a new category for movie ticketing on Amazon.in. The partnership will open the out-of-home movie entertainment category for millions of customers on Amazon.in, enabling easy access to tickets for all their favourite movies.

Amazon.in users can log onto the app or mobile site to book their tickets from the 'movie tickets' category under 'shop by category' or the Amazon Pay tab. All the cinemas and theatres listed on Amazon.in for this category will be powered exclusively by BookMyShow. Customers will now be able to book tickets for movies from across thousands of cinema screens across the country. Customers will also get access to BookMyShow's content offerings including movie reviews & ratings, synopsis, posters and other offerings.

With the integration on Amazon.in, Amazon customers do not need to leave the Amazon app to buy a movie ticket. They can pay conveniently using their Amazon Pay balance, Amazon Pay ICICI Credit Card, Amazon Pay UPI or other digital payment methods. Within the same app, customers will get downloadable movie tickets and see all Amazon Pay transactions in one place. ICICI Amazon Pay credit card customers will earn 2% cashback as monthly statement rewards when they buy movie tickets on Amazon.in.

As the category leader in India's entertainment landscape, BookMyShow is present in over 650 towns and cities, with over 6000 screens to choose from. The partnership brings together Amazon India's deep penetration across tier 2 and 3 cities with BookMyShow's leadership in the out-of-home entertainment sector to offer customers the best movie entertainment experience.

Commenting on the partnership **Ashish Hemrajani, Founder & CEO, BookMyShow said**, *"Customer centricity is at the forefront of everything we do at BookMyShow. We are glad to partner with Amazon.in that shares the same customer values as us, on this journey to provide an unparalleled movie entertainment experience for millions of Indian users. This partnership will further extend the convenience of digital transactions on Amazon.in to the 'Movie Tickets' category making the experience absolutely seamless for all consumers."*

Mahendra Nerurkar, Director, Amazon Pay added *"We are happy to partner with BookMyShow to open out-of-home movie entertainment as a new category on Amazon.in. Our aim is to simplify the lives of our customers in every possible way – as they shop, pay bills or seek other services. This partnership is yet another step on this ongoing journey."*

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.com/about

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.

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, 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, Fantain, 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 Media queries contact:

Amazon.in

Ambica Kaul: ambica@avianwe.com | +91-9868982248

Michelle Kumar: michkuma@amazon.com |

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Supraja Srinivasan: supraja.srinivasan@bookmyshow.com | +91-9930681998

Jaanhavi Dhokariya: jaanhavi.dhokariya@bookmyshow.com | +91-7506340552