



BookMyShow makes a special appeal to parents on Children's Day

Conceptualized and executed with BBH India, the film urges parents to love their children irrespective of who they love

Mumbai, November 13, 2018: This Children's day BookMyShow has a special message for all parents. Conceptualized and executed with BBH India, this children's day film beautifully addresses the stigma that many Indian parents continue to face regarding the sexual orientation of their children. In consonance with the recent Section 377 verdict, it strikes an emotional chord and urges parents to love their children for who they are, regardless of who they love.

You can watch the film here- <https://youtu.be/TArBw65lQf8>

Marzdi Kalianiwala, SVP- Marketing and Business Intelligence, BookMyShow said, "At BookMyShow, we believe that entertainment connects us all. Pursuant to the recent historic verdict of decriminalization of Section 377, we wanted to put across our perspective and what better way to portray it than through the lens of entertainment. This film is our attempt in reaching out to all parents and asking them to accept their children for who they are."

Russell Barrett, Chief Creative Officer & Managing Partner, BBH India added, "The world of entertainment is probably the most egalitarian. There are no walls and no divisions here. In fact entertainment brings people together, across geography, language, religion, sexual preference and class. In the light of the historic Supreme Court judgement on section 377, BookMyShow and BBH chose to play out a story of love and acceptance against the backdrop of the magic of the movies. We were keen to cast a real couple in the lead roles for so many reasons, the most important being, it was the right thing to do. We are so very proud to partner a brave, aware and modern brand like BookMyShow in this initiative and hope to do much more going forward."

Credit List

Agency: BBH India

- Chief Creative Officer & Managing Partner: Russell Barrett
- CEO & Managing Partner: Subhash Kamath
- Creative Directors: Yohan Daver, Sapna Ahluwalia
- Copywriter: Siddharth Shah
- Business Director: Anish Kotian
- Senior Business Partner: Khadija Attarwala



- Business Partner: Rachit Koradia
- Head of Production: Khvafar Vakharia
- Executive Producer: Reema Asrani
- Strategy Director: Yudhishthir Agrawal
- Strategy Partner: Pranoy Kanojia

Production House: Chalk and Cheese

- Director: Misha Ghose
- Producer : Neil & Zico
- Associate Producer : Aastha & Harshit
- DOP: Harshvir Oberai

About BookMyShow

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 TPG Growth, 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

About BBH India

For 34 years, BBH has used the power of difference to create world-class ideas that make a difference to our clients' businesses.



Born of the same principle, BBH India was founded in 2009 and since then has grown very rapidly to a staff strength of 72 people. Young, nimble and black sheep to the core, the team is adept at providing effective business and marketing solutions. The agency works with a diverse & impressive portfolio of brands like Parachute, BookMyShow, Diamond Producers Association, Nihar Naturals & JK Tyres among many others. BBH is part of Publicis Groupe. www.bartleogleharty.com

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