



## **BookMyShow joins Grab Ventures Velocity program to scale-up in South East Asia**

*BookMyShow becomes the only entertainment start-up to be a part of the program*

**National, November 22, 2018:** BookMyShow announced today it has joined the Grab Ventures Velocity program, a scale-up program launched by Grab, Southeast Asia's leading O2O mobile platform. With this, BookMyShow becomes the only entertainment start-up to be a part of this innovative program to scale-up business in Indonesia and South East Asia.

The Grab Ventures Velocity Program is a 16-week programme to help participating companies scale up faster through access to assets, resources, capabilities and networks of Grab and its programme partners. During the program, BookMyShow's entertainment offerings will be featured within the feed on the Grab homepage, allowing users to browse and book services directly from the Grab application. Through this program, BookMyShow will receive unparalleled market access via Grab in Indonesia.

**Karan Khetan, Co-founder, BookMyShow Indonesia said,** "BookMyShow is excited to partner with the Grab Ventures Velocity Program. Grab is an integral part of almost everyone's daily lives in the entire SE Asian region and they bring with them extensive market expertise which will be instrumental as we look to accelerate our growth plans in Indonesia and region. We have seen phenomenal synergies with Grab that were win-win for both companies."

BookMyShow forayed into Indonesia in mid-2016, and since then has been successful in being an online ticketing platform for various cinemas, events and karaoke. The Indonesia division is an offshoot of the Indian juggernaut that recently raised 100mm USD in their Series D funding. They focus is on ticket supplier aggregation to provide consumers with the widest choice of content, prices, locations and timings.

### **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 4 countries – India, Indonesia, Sri Lanka, UAE, the company is collectively spread over 700 cities in the region it operates in. 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 entertainment value chain by relying heavily on its analytic capabilities and incisive understanding of customers. 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 investments from TPG Growth, Stripes Group, SAIF Partners, Accel Partners and Network 18, BookMyShow 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](http://www.bookmyshow.com)

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