

BookMyShow clocks 1 Million advance ticket sales for 2.0

The Superstar Rajinikanth and Akshay Kumar starrer attracts advance booking across languages and formats



Mumbai, November 28, 2018: Crossing the 1 Million ticket sales mark on BookMyShow, much anticipated 2.0 has already managed to secure audience interest even prior to its release. Produced by Lyca Productions, with the Hindi version distributed by Dharma Productions, the S Shankar directorial stars Superstar Rajinikanth and Akshay Kumar. 2.0 releases on November 29th in 3D across Tamil, Telugu and Hindi languages.

Commenting on the success of the film, **Ashish Saxena, COO-Cinemas, BookMyShow** said *"We have seen a phenomenal response for advance ticket bookings for 2.0. It has been one of the most awaited films of the year and this has reflected well on the ticket sales so far. BookMyShow has sold over 1 Million tickets in advance sales across all the three languages and formats, with 3D dominating the sales. We are delighted to contribute to the success of the film by being the preferred entertainment ticketing platform for millions of Superstar Rajinikanth and Akshay Kumar fans."*

Lyca Productions said, *"The advance ticket sales of 2.0 on BookMyShow is a glimpse of what lies ahead. With a power-packed star cast, an ace director and a gripping storyline, we are certain that the film will continue to replicate this trend even after its release."*

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

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