



## **Sarkar creates Diwali fireworks- Becomes the biggest Vijay starrer opening film on BookMyShow**

**Mumbai, November 8, 2018:** The much-awaited and anticipated Sarkar which released on Diwali is already creating ripples. The festive release has made its mark by becoming the biggest Vijay starrer opening film on BookMyShow. Sarkar's popularity had gained momentum since the time advance bookings started. As compared to Vijay's last super hit film Mersal, Sarkar's advance booking multiplied over 2x on BookMyShow.

The film has already crossed the 1 MN ticket sales milestone on BookMyShow. While Bengaluru, Chennai and Hyderabad have responded extremely well to the film, there has been a strong uptake for Sarkar in Tier II cities including Coimbatore, Salem, Trichy, Kochi & Trivandrum.

Talking about Sarkar's performance on BookMyShow, **Ashish Saksena, COO- Cinemas, BookMyShow** said, "Sarkar has been the talk of the town since its trailer was out. BookMyShow saw a phenomenal response for the advance booking and the opening days. We anticipate the coming weekends to add to the growing demand of the film and are elated to contribute to the success of Sarkar."

### **About BookMyShow**

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. 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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