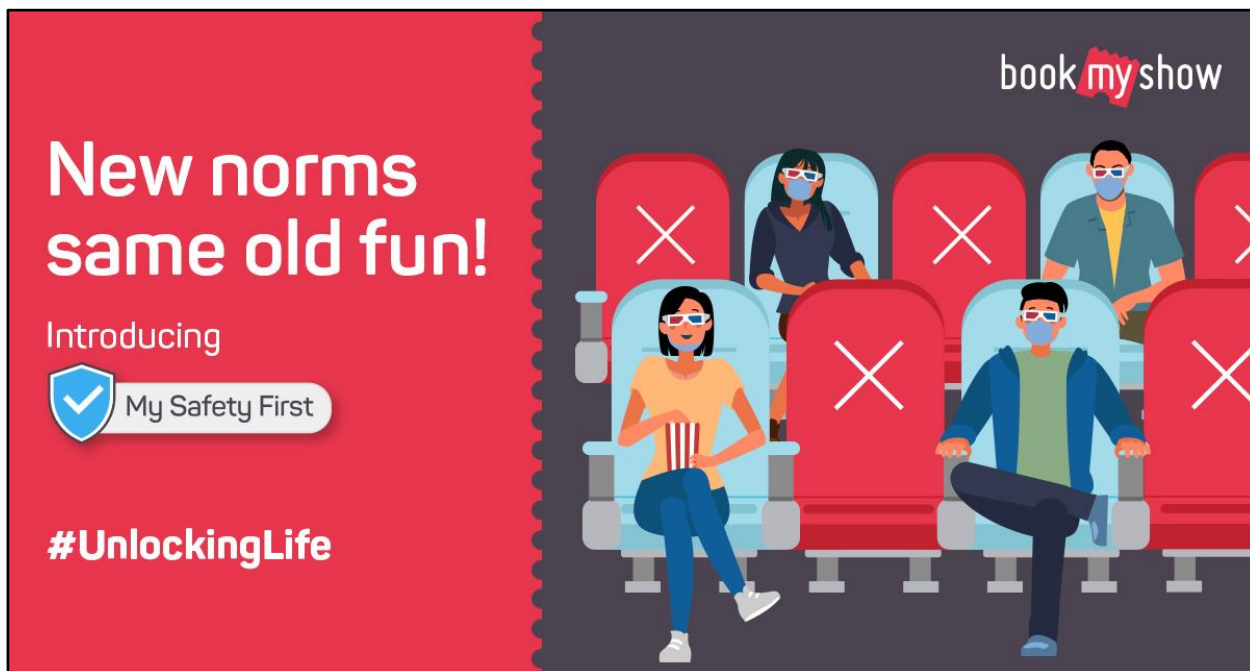


BookMyShow introduces 'My Safety First', a safety shield tag to facilitate a safe movie-watching experience for consumers

In a bid to help revive the entertainment ecosystem and unlock life, the feature will highlight the safety measures set in place by cinemas across the country to enable consumers to step out responsibly





National, October 12, 2020: After a long over 6-month wait and no-show, the Indian entertainment industry is finally set to kickstart from October 15th. Even as the government has given the green signal for cinemas to open up with operating guidelines issued for the same, BookMyShow, India's leading entertainment destination has rolled out '**My Safety First**' feature - the first ever safety shield tag - across its web and app platforms, in collaboration with cinema partners all over India.













'**My Safety First**' will help create awareness amongst consumers on the various levels of safety and hygiene measures available across different cinemas listed on BookMyShow. Created using BookMyShow's robust consumer and data analytics, this safety shield feature will highlight the best practices being followed by all cinemas across India. It will facilitate a safer and more secure movie-watching experience for users, right from the time of booking tickets to return to their favourite movies.

'**My Safety First**' tag will list the various safety indicators available across every cinema listed on the platform, such as in-cinema seat distancing, thermal screening, contactless security check, availability of hand sanitizers, daily temperature check for staff members, availability of packaged food & beverages, limited occupancy in restrooms, compulsory masks, social distancing in cinema premises, sanitization before every show, amongst others, enabling users to see the various safety measures employed by cinemas and make an informed decision before they step out to watch their favourite films on the silver screen.

Talking about '**My Safety First**', **Ashish Saxena, COO - Cinemas, BookMyShow** said, "*We welcome the government's decision to open up the cinemas industry, with standard safety measures being followed across the entire value chain. To ensure a smooth implementation and safe experience for consumers, we, at BookMyShow, have been working along with our cinema partners to put forth a comprehensive guide for cine-goers with the 'My Safety First' safety shield tag. Customer experience and safety is at the forefront of everything that we do at BookMyShow, and through this feature, we aim to help millions of consumers using*

BookMyShow to make an informed decision for a worry-free movie viewing experience, even before they step out to watch a film. Together with our cinema partners, we are thrilled and ready to unlock life and welcome audiences to the big screen, yet again, safe and sound!"

My Safety First

 <p data-bbox="301 748 408 786">CONTACTLESS TICKETING</p>	 <p data-bbox="580 748 715 786">HAND SANITIZERS AVAILABLE</p>	 <p data-bbox="863 748 1018 786">LIMITED OCCUPANCY IN RESTROOMS</p>	 <p data-bbox="1161 748 1310 786">IN-CINEMA SOCIAL DISTANCING</p>
 <p data-bbox="272 1010 437 1048">SANITIZATION BEFORE EVERY SHOW</p>	 <p data-bbox="576 1010 724 1048">PRE-PACKAGED FOOD & BEVERAGES</p>	 <p data-bbox="868 1010 1015 1048">SOCIAL DISTANCING IN CINEMAS</p>	 <p data-bbox="1177 1010 1294 1048">DEEP CLEANING OF RESTROOMS</p>
 <p data-bbox="301 1272 408 1310">CONTACTLESS FOOD SERVICE</p>	 <p data-bbox="568 1272 724 1310">DAILY TEMPERATURE CHECK FOR STAFF</p>	 <p data-bbox="879 1272 1007 1310">CONTACTLESS SECURITY CHECK</p>	 <p data-bbox="1193 1272 1278 1310">THERMAL SCANNING</p>

Even as the out-of-home entertainment ecosystem is readying to welcome users back, India is gearing up to step out and get back to its favourite entertainment experience once the lockdown lifts, as per BookMyShow's recent Covid survey report titled **'Back To Out-of-Home Entertainment'**. The survey, (conducted with 4000 respondents who were active BookMyShow transactors) found that 54% of Indian entertainment lovers are eager to get to theatres within 15-90 days of the lockdown lifting. The report put the criticality of safety measures squarely at the centre of users' preferences as 98% respondents expected cinemas to implement strict safety and hygiene measures and 85% consumers preferred a contactless entertainment experience by purchasing their tickets online with the M-ticket & e-ticket option. .

BookMyShow's safety shield tag *'My Safety First'* is a natural extension of the safety expectations from consumers as gauged through this survey and its continued efforts to provide a safe experience to millions of Indians who use the platform for all their entertainment needs.

Since the start of the lockdown in March, BookMyShow has prioritised customer safety by changing tack swiftly and offering consumers a wide array of best-in-class virtual entertainment offerings across genres that they could experience from the safety of their homes. For a smoother and richer quality of experience, the platform launched *BookMyShow Online*, India's first ever streaming platform for live entertainment that offers unique and interesting entertainment options for consumers across demographics.



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. Some of the key properties that BookMyShow has brought to its markets over the past few years include U2's The Joshua Tree Tour, NBA's debut games in India, Disney's Aladdin, Cirque du Soleil BAZZAR as also international artists such as Coldplay, Ed Sheeran, Justin Bieber to name a few.

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, 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

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