

upGrad and BookMyShow partner to build a cohesive LifeLong Learning ecosystem for India's workforce

The exclusive strategic partnership will enable the large universe of BookMyShow users to access upGrad's best-in-class upskilling and career advancement online programs

National, October 19, 2020: After catering to the educational and entertainment needs of millions of Indians over the years, upGrad, India's largest online higher education company and BookMyShow, the leading entertainment platform in the country today announced a strategic partnership, enabling users to opt for their preferred upskilling, career advancement courses and choice of entertainment - all at a single destination.

Bringing two of fastest-growing sectors of entertainment and education together, this unique collaboration aims to build and offer quality education, career-oriented and upskilling formats to millennials and young working professionals across metros along with tier 2 cities and beyond, where BookMyShow has a strong consumer connect across its plethora of entertainment offerings. Online programs offered by the edtech major will now be available on the BookMyShow platform.

Talking about the partnership, **Arjun Mohan, CEO – India, upGrad** said, *“With this one-of-a-kind arrangement with BookMyShow, we will now be enabling millions of interested individuals with quality higher education options at the ease of their fingertips. We operate in times when optimism for online education is growing at a rapid speed, and such an alliance will only accelerate it further.”*

Highlighting the importance of the category and its uptake, **Albert Almeida, COO – Live Entertainment, BookMyShow** said, *“With millions locked indoors through this pandemic, adoption of virtual upskilling workshops and masterclasses have seen a huge surge on BookMyShow. This specific category that enables individuals hone their professional skills and helps them with career advancement has risen to become one of the top 3 paid categories on the platform. With geographical constraints and physical learning making way for virtual education, our partnership with upGrad will enable millions of BookMyShow users get access to quality learning and skilling.”*

upGrad is the higher edtech leader with a plethora of online programs in partnership with top-notch national and international universities across Management, Data, Tech, and Law. The programs are well structured suiting the industry requirements and demands and is available for professional with a brief to extensive work experience and to the first-time job seekers. With a world-class learning platform available at their disposal, learners can easily shortlist programs based on their competencies and career prospects that shall help them achieve meaningful career outcomes.

Over the last 5 months, virtual workshops and masterclasses on educative, upskilling content have been hugely successful on BookMyShow with the formats gaining ground to become among the top 3 paid categories on the platform. This has enabled a large adoption of upskilling and educative workshops across a wide audience demographic of millions of users on BookMyShow.

About upGrad

upGrad is India's largest online higher education company. Founded in early 2015, upGrad has impacted almost 1 million individuals globally, within a short span of 5 years.

upGrad provides online programs in the areas of Data Science, Technology, Management and Law to college students, working professionals and enterprises. These programs are designed and delivered in collaboration with top-notch universities like IIT Madras, IIIT Bangalore, MICA, BIMTECH, NMIMS Global Access, Jindal Global Law School, Duke CE, Deakin University, Liverpool John Moores University and others.

With an 80% program completion rate, robust tech platform, outcome-based learning approach, industry-relevant curriculum, finest university credentials, strong mentorship, and steadfast placement support, upGrad has established its position as the leader in the Indian education system.

IIT Bangalore and upGrad's PG Diploma in Data Science is India's first-ever PG Diploma, with over 10,000 alumni & learner-base, to be recommended and validated by the NASSCOM and is aligned to Government approved National Occupational Standards (NOS). upGrad has ranked No.1 in the #LinkedInTopStartups India 2020 list. This is the third time in a row that upGrad has been featured in the #LinkedInTopStartup list after 2018 and 2019. upGrad made it to the GSV Global EdTech 50 List 2020. upGrad has been awarded the title of 'Best Tech for Education' by IAMAI in 2019. upGrad received the 'Best Education Brands' award by Economic Times in 2018, and the Most Innovative Companies in India' by Fast Company in 2017.

Link: www.upgrad.com

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, Elevation Capital (formerly 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

For further details, please contact:

Neha Prasad | neha.prasad@upgrad.com | +91-9546938838

Supraja Srinivasan | supraja.srinivasan@bookmyshow.com | +91-99306 81998

Jaanhavi Dhokariya | jaanhavi.dhokariya@bookmyshow.com | +91-75063 40552