

Japanese Anime film 'Weathering With You' witnesses biggest opening for a foreign language film in India

The film, which has been brought to India by BookMyShow and PVR Pictures-backed Vkaao, has crossed a whopping INR 12.5 million in box office collections so far

Mumbai, October 31, 2019: After the much-awaited theatrical release of Japanese Anime film *Weathering With You* in India, BookMyShow and PVR Pictures-backed Vkaao today announced that the film has raked in over INR 12.5 million so far. The film, which was released by Vkaao after anime fans in the country signed an online petition, witnessed the biggest ever opening for a foreign language film in India with the opening weekend collection soaring up to INR 6.6 million.

"The movie-going audience in India has evolved over time developing a fast-growing palette for international content. 'Weathering With You's' phenomenal success is a testament to this transition and we are thrilled to be able to host such diverse content on Vkaao. We are constantly looking for ways and opportunities to provide world-class entertainment on demand in India and look forward to bring a slew of international films to India in the months to come," said **Vaibhav Lal, Co-founder & CEO, Vkaao.**

Weathering With You released across 78 cinemas in 32 cities in leading cinema chains including PVR Cinemas, Cinepolis and INOX. Initially planned to run for a week, the overwhelming demand has seen cinema houses extend its screening to the third week as well.

The response to the film has surpassed expectations by a mile, both in metros as also regional hubs including cities like Bhubaneswar, Patna, Goa and Jaipur. Interestingly, shows in Guwahati, Chennai, Vellore, Bangalore, and Hyderabad were sold out within hours of ticket sales going live.

Besides, Vkaao also released the film in cities including Patna, Coimbatore, Trivandrum, Jalandhar, Bhilai and Udaipur, after fans successfully created demand for special screenings, truly catering to audiences, on-demand.

About VKAAO (vkaao.com) - Your Choice of Movie, At Your Choice Of Theatre, Now Possible

A fresh, disruptive medium of movie-going, Vkaao is a platform which gives viewers complete control of their movie watching experience at theatres. It allows them to select their preferred movie along with the location, date, and time of the screening at any theatre of their choice. This novel approach to movie going is why Vkaao is being considered as an exciting alternative to the conventional way of watching movies at the theatres. Vkaao's USP lies in its focus on leveraging state-of-the-art technology in order to create a social, crowd-sourced movie going experience and to add value for all key stakeholders.

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.

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, Fantain, 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 media queries, please contact:

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

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