



BookMyShow to tingle more taste buds with latest edition of India's premiere food and entertainment festival 'The Grub Fest'

~This season, the popular festival goes pan India, in its biggest avatar yet~

~Sets foot in Kolkata and Bangalore for the first time ever; makes grand return to Mumbai~



National, October 7, 2019: Delectable Indian and global cuisines, foot-tapping music and unlimited entertainment – get ready to experience all this and much more as BookMyShow, India's leading entertainment destination, brings the latest edition of the country's premiere food and entertainment festival 'The Grub Fest' to your city.

Celebrating the Indian gastronomical allure and growing palette for world cuisines, this year, 'The Grub Fest', presented by Black & White Packaged Drinking Water, will set foot in Kolkata and Bangalore for the first time ever, while making a grand return to Mumbai. The culinary extravaganza will kick off with Delhi, where it has seen successful all-weekenders, starting November 2019 and travel across other cities before it heads back to the national capital for the season finale.

All set to cook up a storm, the fest, produced by BookMyShow, will bring ethnic neighbourhood restaurants, inspired chef creations, upcoming food brands, special feature dishes & cocktails to food lovers across the country. Along with Indian regional cuisines, the festival will also be home to palatable cuisines including Lebanese, Oriental, European, Asian and Italian. The fest this year will offer something for everyone – from your London style Hyde Park carnival games to a Central Park picnic area, from mixologists & chef masterclasses to live music by trending artists, an organic marketplace, wellness zone and more!

Commenting on the fest, **Kunal Khambhati, Head - Live Events & IP, BookMyShow** said, *"The food culture in India stands at an interesting juncture today, with gastrophiles embracing options like never before. As BookMyShow forays into yet another experiential category with 'The Grub Fest', which has evolved into so much more than just a neighbourhood food festival, we are delighted to take this experience to foodies across the country in its most exciting form yet. In the coming years,*



BookMyShow is looking to expand the footprint of the property by taking this gastronomical experience to even more markets across the country and give millions of new customers a chance to experience this food festival like never before."

Key Highlights at 'The Grub Fest'

- Experimental 'Grub Theatre' with masterclasses
- Black & White curated cocktails
- A Special Central Park picnic zone
- Interactive Arcade gaming
- Live Music Stage
- 'Carnival Area' to bring out the child in you
- 'Grub Market' for a healthy shopping spree

In its previous editions, the festival has attracted over 40,000 ticketed visitors per weekend and over 1,00,000 visitors in a single edition. In the upcoming season, visitors at 'The Grub Fest' can indulge in gut-friendly finger foods, vegan choices, fusion dishes whilst making purchases at the special market for fresh organic fruits and vegetables straight from the farm and a variety of home bakes. Some of the other attractions besides the key highlights (see box) will include Grub chambers, a central park, a beer garden, food trucks, masterclasses by celebrity chefs and a juke box amongst others.

The tickets for 'The Grub Fest' are now available exclusively across BookMyShow's web and mobile platforms, priced INR 399 onwards.

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 the 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

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