



A BookMyShow Initiative

BookASmile launches #MissionManoranjan; brings unique entertainment-led experiences to men and women in uniform

The program will kick-start in Kolkata on October 12 with performances by Siddharth Mahadevan and Rajeev Nigam

National, October 9, 2019: Be it the scorching heat in the desert or spine-chilling temperatures in the glaciers, the Indian Army withstands all adversities with a smile, ensuring our families sleep peacefully at home. To salute their immeasurable efforts and bring a smile to their faces, BookMyShow's charity initiative BookASmile, has launched #MissionManoranjan - a project that aims at providing varied entertainment-led experiences to men and women in uniform.

The program, which aims to entertain soldiers across the country, will kick-start with the City of Joy – Kolkata. Bollywood singer Siddharth Mahadevan and stand-up comedian Rajeev Nigam will take centre stage at Fort William on October 12, entertaining over 5,000 jawans, officers & their families.

"At BookASmile, we are immensely grateful to and proud of our bravehearts and strongly believe that their contribution to our nation is unmatched. Through #MissionManoranjan, we aim to bring a smile to their faces and express our gratitude for their relentless service towards India and its people. We are privileged to be able to host such experiences and bring moments of joy" said **Farzana Cama Balpande, Head – BookASmile.**

In the past, BookASmile has taken unique entertainment-led experiences to soldiers across the country through special movie screenings and live performances. #MissionManoranjan is an extension of this endeavour by BookASmile to spread smiles amongst our defence forces guarding the Indian frontiers.

About BookASmile

India's leading entertainment destination BookMyShow launched its charity initiative BookASmile in 2014 with a vision to support special causes and enrich the lives of the less fortunate across India through entertainment-led experiences. BookASmile invests a lot of energies to create an inviting community to ensure that they can be privy to opportunities, by incorporating into their lives, activities and experiences from across genres like Cinema, Sport, Theatre, Music & Arts. The BookASmile initiative has been operational since 2014 and has been integrated within the BookMyShow App and website. With BookMyShow's vast customer base, the initiative has been raising funds for special causes whereby every consumer can choose to contribute from Re.1/- per ticket - to a maximum of Rs. 5/- per transaction towards charity. For more information, please visit www.bookmyshow.com/donation/

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