



BookMyShow now also available in Hindi, Tamil, Telugu and Kannada

Mumbai, October 3, 2016: BookMyShow, India's largest online entertainment ticketing platform, has launched multiple language options for its website. BookMyShow users will now be able to choose from Hindi, Tamil, Telugu and Kannada, in addition to the already existing default English option, and browse and transact on BookMyShow in their preferred language.

These language versions have been launched with the intent to expand BookMyShow offerings to more users spanning across different geographies, especially those residing in Tier II and Tier III towns.

Parikshit Dar, Co-Founder, BookMyShow said, "Language is a critical barrier to the next phase of e-commerce growth in India and we are solving this challenge by introducing language options on our website. These will give the users a chance to freely explore our platform and experience the wonderful entertainment options that we have to offer."

"Customer centricity is key to all BookMyShow efforts. User feedback that we received through social media platforms as well as through our incisive customer contact programme, helped us narrow down on these languages. We are exploring introduction of more language options in the future and are certain that these will not only go a long way in delighting our users but also make them more comfortable with online transactions", added Parikshit.

The language options are currently available only on the BookMyShow website and will be rolled out to the Android app soon.

About BookMyShow

BookMyShow, (Bigtree Entertainment Pvt. Ltd.), is India's largest online entertainment ticketing platform that allows users to book tickets for movies, plays, sports and live events through its website, mobile app and mobile site. Founded in Mumbai (India) in 1999 and launched in 2007, BookMyShow is now present in over 350 towns and cities across India, currently meeting the entertainment demands of millions of customers. For more information, please visit www.bookmyshow.com.

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