# BookMyShow exclusively partners with Ola to enhance entertainment experience for users

*~ BookMyShow users can now book an Ola ride on its platform right after booking tickets for a movie, event, play or concert ~*

**Bengaluru, March 30, 2017: Ola,** India's most popular mobile app for transportation, and **BookMyShow,** India's largest online entertainment ticketing platform, have entered into an exclusive partnership to enhance the entertainment experience of millions of users.  With Ola's integration on the BookMyShow Android app, millions of BookMyShow users across the country, who also have the Ola mobile app, will now be able to book a cab - Micro, Mini, Prime or Lux, right after booking tickets for a movie, play, event or concert on BookMyShow.

After booking tickets on BookMyShow, users will either be able to 'Book an Ola' or 'Schedule an Ola', depending on the time remaining to the movie show or event. Once the desired option is selected, users will be automatically redirected to the Ola app to confirm the cab booking. Commuters will have access to Ola's key features including driver details, ride estimate, ride tracking, in trip navigation, SOS button, offline booking, and can pay seamlessly using Ola Money.

Speaking on this partnership, **Anuj Sahai, Vice President, Alliances at Ola** said, *"Ola was formed with the vision of building mobility for a billion Indians. Over the years we have innovated to add features and categories that cater to the diverse needs of Indian commuters. We have also forged mutually beneficial partnerships with like-minded companies to offer seamless service to our discerning consumers. BookMyShow has redefined how the country consumes entertainment events and movies; and we are thrilled to be working alongside them in building a superior and convenient experience that benefits our consumers the most."*

**Marzdi Kalianiwala, Vice President- Business Intelligence and Marketing, BookMyShow** said, *"At BookMyShow, we are constantly looking to add value to enhance, enrich and improve user experience on our platform. Our integration with India's biggest mobility platform - Ola, is aimed at offering a convenient solution to a critical need of our users that is related to commuting to and from the entertainment destination of their choice. As we look at expanding our reach, we would continue to engage in such strategic and relevant partnerships to increase our value proposition to our customers."*

The feature, which is currently available only on BookMyShow's Android app, will soon be extended to its iOS app as well. BookMyShow users already have the option of booking their tickets by paying through Ola Money, the popular digital payment wallet from Ola.

Over the last few years, Ola has also established itself as India's most preferred mode of transportation and BookMyShow has consolidated its leadership in the market by bagging exclusive ticketing partner rights for some of the biggest entertainment events in the country. Consequently, the association will

offer a superior and seamless experience for millions of consumers who use Ola and BookMyShow, respectively on an everyday basis.

**About Ola:**
Founded in Jan 2011 by IIT Bombay alumni Bhavish Aggarwal and Ankit Bhati, Ola (formerly Olacabs), is India's most popular mobile app for personal transportation. Ola integrates city transportation for customers and driver partners onto a mobile platform ensuring convenient, transparent and quick service fulfilment. Ola is committed to its mission of building mobility for a billion people. Using the Ola mobile app, users across 102 cities can book from over 5,00,000 vehicles across cabs, auto-rickshaws and taxis. Ola has also introduced a range of shared mobility services on its platform like Ola Shuttle and Ola Share for commute and ride-sharing respectively. The app is available on Windows, Android and iOS platforms. Please visit www.olacabs.com and https://www.olacabs.com/media for more information.

**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 400 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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