



BookMyShow brings on board South India's largest multiplex chain SPI Cinemas; becomes the only online ticketing player to have all major cinema chains on its platform

Will significantly strengthen BookMyShow's foothold in South India

BookMyShow users will have access to complete seat inventory across all properties of SPI Cinemas in India

Chennai, September 12, 2017: BookMyShow, India's largest online entertainment ticketing brand, is delighted to announce a landmark association with South India's largest multiplex chain SPI Cinemas to enable movie ticket bookings on its platform. With this move, BookMyShow has accomplished bringing on board all major cinema chains onto its platform.

SPI Cinemas currently operates 47 screens across 10 cinemas located in Chennai, Coimbatore, Trivandrum, Bengaluru, Mumbai and Warangal and operates under various brand names including Sathyam, Escape, Palazzo, Le Reve, The Cinema, S2 etc. BookMyShow users will now have access to a complete seat inventory of almost 13,000 seats across all properties of SPI Cinemas in India. In addition, SPI Cinemas has charted out an aggressive expansion plan and as part of this association, all new and upcoming SPI cinemas will also be on BookMyShow.

BookMyShow, as the category leader, believes in the need to work with cinemas to grow the industry by introducing numerous innovations, rather than focusing on deep discounting. Through the use of BookMyShow's extensive data and analytical capabilities, the partnership with SPI Cinemas will also look to increase spends per head of movie-goers and cinema lovers to positively impact the overall business.

Ashish Hemrajani, Founder & CEO, BookMyShow said, "We are absolutely thrilled to welcome SPI Cinemas on BookMyShow and offering an unparalleled online movie ticket booking experience to millions of movie goers who continue to prefer SPI Cinemas. We are committed to redefining access to entertainment in South India which has diverse entertainment preferences in both in terms of genres and languages, and strengthen our foothold in the region."

"We set out to build an online ticketing platform for movies 10 years ago and today truly marks a landmark achievement for us. With SPI Cinemas on board, we are pleased to announce that BookMyShow now has all leading cinema chains on its platform, making it India's most preferred online entertainment destination", added Ashish.

Mr. Swaroop Reddy, President, SPI Cinemas said, "As we take the unique SPI Experience to more and more cities, the collaboration with BMS will help reach a wider audience and help to seamlessly serve customers used to this popular platform."

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 650 towns and cities across India, currently meeting the



entertainment demands of millions of customers. For more information, please visit www.bookmyshow.com.

About SPI Cinemas:

SPI Cinemas is one of the leading players in the entertainment industry offering services such as exhibition, distribution and production. On the exhibition front, Sathyam has been a household name in Chennai since 1974 and is the city's sought after entertainment destination.

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