



BookMyShow on a tech innovation spree; testing with WhatsApp

Mumbai, September 14, 2017: BookMyShow today announced that it has become the first Indian online ticketing brand to participate in the WhatsApp business pilot. As part of this test, BookMyShow has made WhatsApp a default ticket confirmation channel for all its users.

This means that users who book tickets on BookMyShow will now receive a message on WhatsApp with the confirmation text or an M-ticket (mobile ticket) QR Code, along with an email.

Ravdeep Chawla, Head of Product, BookMyShow said, "At BookMyShow, we are constantly taking measures to enhance our users' experience on our platforms. Keeping up with their changing preferences and habits, we decided to integrate BookMyShow with WhatsApp for its pilot. WhatsApp has definitely become a preferred mode of communication for millions of people in our country and we could identify tremendous value in making it a default ticket confirmation channel. We have already started rolling out this feature and over the course of next few weeks, we aim to scale it to cover our entire user base."

BookMyShow had recently introduced 'Plan-it', the in-app messaging feature for friends and families to interact with each other in real time, suggesting movies, show times, venue options and eventually complete the movie tickets booking from within the chat window.

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.

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