

BookMyShow customers will now feel like 'Superstars'

-BookMyShow's first ever benefits programme to offer a vast range of rewards and privileges-

Mumbai, September 5, 2017: BookMyShow has introduced its first ever benefits programme 'BookMyShow Superstars'. As part of this, BookMyShow has identified a base of its most loyal customers and will offer them a wide variety of rewards and benefits.

The red carpet treatment will begin right from the preferred BookMyShow platform (app, mobile site, website) of the Superstars. Once the 'Superstars' have logged in, their app wouldn't just have a slightly different look and feel designed especially for them, but with an entirely new dashboard, these users will now be able to do a lot more on BookMyShow.

Here are some of the key benefits; 'BookMyShow Superstars' will:

- Be entitled to 10 free MyCoupons (free and exclusive F&B discount coupons) every month, not locked to any movie ticket booking
- Get exclusive pre-sale window and discounted ticket prices for major events
- Receive 2x credits for Jukebox, BookMyShow's audio entertainment offering
- Be able to cancel their movie tickets right from their app until one hour before the show (T&C apply)
- Receive welcome e-gift vouchers from popular brands including Lenovo, Crocs, StyleCracker, Cleartrip etc.

The programme has already been rolled out in Mumbai, Delhi, Hyderabad, Pune, Bangalore, Ahmedabad, Kochi, Lucknow, Vizag and Chandigarh and BookMyShow aims to complete the pan-India roll out of this programme over the next few months.

Marzdi Kalianiwala, VP- Marketing and Business Intelligence, BookMyShow said, "Our 'Superstars' programme is our way of saying thank you to millions of customers who have chosen us to meet their entertainment needs. Through our initiative, BookMyShow wants to keep giving them more value, every time they transact with us."

"We are constantly working to include more variety of benefits into our programme. Our 'Superstar' customers will soon be able to avail free movie seat upgrades and receive access to exclusive premier invitations for movies", added Marzdi.

BookMyShow will keep including more customers as part of its 'Superstars' user base as and when they meet the eligibility parameters.

For the Road to Ultra concert featuring Chainsmokers and many more this weekend in Mumbai, winners will be exclusively chosen from among BookMyShow Superstars to fly to the concert. The winners will get the once in a life time opportunity to fly to the concert on September 7 in an air-conditioned BookMyShow branded chopper from Pawan Hans, Juhu to Mahalaxmi Race Course. Not just this, they will be accompanied by one of the artists performing at the concert. They will also get to enjoy to the aerial view of the venue.

BookMyShow already has numerous features for entertainment seekers on its platforms. Some of these include reviews, rating a film, pre-booking concessions at discounted prices, watching film



trailers and exclusive content around a movie, MyCoupons, Plan-it (in-app messaging service), split tickets, split cost to name a few.

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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