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'Sports, concerts and other live events will be key in India'

SUMMARY

IN CONVERSATION WITH
Ashish Hemrajani, co-founder and chief executive officer of BookMyShow

TALKING POINTS

Surging ticket sales, expanding into live events, and the importance of giving back

NEWS FROM

Biggest investment, the company did through BookMyShow, is a whopping 27 years of business

WORLD LEADER
Entertainment
STARTUP

All this discounting madness is not going to get anybody anywhere. You're hurting either the organization or the ecosystem in the long run

We got into live events to help grow that vertical. It's always good to diversify because the customer base already exists and you can do a lot more with that

Ashish Hemrajani is a veteran of the dot-com boom, having co-founded Digipix Entertainment Pvt. Ltd., which operates BookMyShow, in 1999 after getting his job at advertising agency. He worked there for 10 years before starting his own company. BookMyShow is now a public company listed on the Indian stock exchange, with a market cap of over \$1 billion. Hemrajani is also a member of the board of directors of the company. He has worked with various government organizations to provide live events to sports and entertainment for the public.

all Bigg Boss Entertainment, and 27 years of business. The CEO, founder and CEO of the company is Hemrajani. He has been in the industry since 1999. He has worked with various government organizations to provide live events to sports and entertainment for the public.

The first major business challenge that I remember was when we started. It was a very difficult time. We had to build a business from scratch. We had to build a business from scratch. We had to build a business from scratch.

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and being able to bring on a group of users here and there. It's not just about the product, it's about the ecosystem. It's about the ecosystem. It's about the ecosystem. It's about the ecosystem.

Over the past few years, we've seen BookMyShow grow from a niche player to a major player in the market. We've seen BookMyShow grow from a niche player to a major player in the market. We've seen BookMyShow grow from a niche player to a major player in the market.

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What inspired you to start BookMyShow in 1999?

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CHEAT SHEET

650
The number of towns and cities across India that BookMyShow caters to

71
The percentage of BookMyShow users who choose to donate to BooksAStrode