

Movie Screening 'JUNGLE BOOK'

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Jungle fun for Mumbai's kids

Since April 13, BookMyShow's BookASmile initiative has organised special screenings for underprivileged children across Mumbai to watch The Jungle Book in 3D. Across India till April 19, the initiative is hoping to get more than 4,000 children to watch the film.

Farzana Cama Balpande, its head, said, "We started the initiative about a year and a half ago. The idea is to get children from less fortunate sections of society to enjoy films, the sector in which our company does business. With The Jungle Book, children of all ages from these NGOs can experience a 3D film, something that they may never get a chance to do otherwise."

Screenings and theatres are booked as per the NGO's convenience across the country. Money for these tickets has been raised via collections from tickets booked by customers on bookmyshow. From screens in Colaba to Virar, the initiative is giving less fortunate children a chance to enjoy the 'Bare Necessities' (pun intended!).

In another part of the city, INOX Leisure Ltd joined hands with Teach for India and PETA to host over 200 less privileged children from Malad's Umedbhai Patel School for a special screening of the same classic. Clearly, the film seems to be a favourite pick for cool causes.



Shraddha Charitable Trust took their NGO members for the film screening yesterday at Lower Parel



Dimple Gujral (Teach for India), Puja Mahajan (PETA), Ishita Jain, wife of Siddharth Jain, Director, INOX Leisure with 200 kids at Inorbit Mall. PIC/AJINKYA SAWANT