

Bookmyshow receives highest traffic for recent Bollywood blockbuster releases

Generating a revenue of 1.2 crore in the opening week of Rab Ne Bana Di Jodi Grossing sales worth 2 crore for Dostana since release

Mumbai, Maharashtra, December 23, 2008 /[India PRwire](#)/ -- Bookmyshow has proved yet again that it is the best website for ticketing and movie promotion today. After a roaring success with the promotion of Dostana, generating gross sales worth 2 crore for the run of the film, Bookmyshow has done it again. Yashraj Films' (YRF) blockbuster Rab Ne Bana Di Jodi grossed the highest sales of Rs 1.18 crore in the opening week on Bookmyshow alone.

Says Ashish Hemrajani, CEO & Founder of Bookmyshow, "We are happy to be part of Rab Ne Bana Di Jodi's success and hope to be an even more effective promotion platform for YRF movies in the future. The difference between Bookmyshow's promotions and others is that we are the largest 'online point of sale' for tickets and thus contribute directly and significantly to the collections of a film."

Bookmyshow, a Network 18 venture, being the official ticketing partners for Dostana, were able to provide their customers with an interactive seating layout of their chosen cinema, taking the experience to a completely new level. Additionally, users could also take advantage of Bookmyshow's unique feature, PreBook, where bookings for Dostana were possible weeks before plans opened. They have, yet again been able to be an apt and effective point of sale for RNBDJ. Bookmyshow is continuing to generate revenue for Rab Ne Bana Di Jodi surpassing a commendable figure of over Rs 1.27 crore since release. Moreover, the Bookmyshow wapsite (<http://wap.bookmyshow.com>) recorded 10,000 visits for RNBDJ- the highest ever traffic for a single movie.

The Bookmyshow/YRF jodi for promotion extended from TV promos (MTV, CNN-IBN, IBN 7, CNBC TV18 & CNBC Awaaz) to online marketing on prominent portals towards maximizing sales of the film.

Bookmyshow is also promoting a Meet & Greet Contest, which received an overwhelming response, with participants writing about their own "Extraordinary Love Story" in keeping with the theme of the movie. Obviously the reward is worth the attempt - a chance to meet the King Khan himself. While the contest is on till January '09, few participants have received SRK autographed music CDs.

The awareness of the Bookmyshow as a brand, undoubtedly, has increased tremendously over the months and still continues.

Notes to Editor

About Bookmyshow.com

Founded in August 2007 Bookmyshow.com is a Bigtree entertainment venture, invested in by the Network 18 group. Bookmyshow is one of India's largest movie ticketing service which sells tickets for more than 600 cinema screens in approximately 150 theatres spread across 50 cities in the country. Allowing customers to log-on to bookmyshow.com and booking their tickets online using a credit card, debit card, net banking or even gift vouchers; by calling 39895050 for tele-booking and home delivery, or through GPRS enabled mobile handsets at <http://wap.bookmyshow.com>

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