

PRESENTATION ON IMPACT OF COVID AND POST COVID

Pramod R.Beldar

The logo for 'book my show' is displayed on a dark blue background. The word 'book' is in white lowercase letters. The word 'my' is in white lowercase letters and is partially enclosed by a red, irregular shape that resembles a book cover or a stylized 'M'. The word 'show' is in white lowercase letters.

book my show

Founders and Promoters

The founders of BookMyShow are 3 friends, Ashish Hemrajani, Parikshit Dar, and Rajesh Balpande. Ashish Hemrajani is the CEO of BookMyShow.

Once, they were on a backpacking trip in South Africa in 1999. On one such day, sitting under a tree, they listened to the promotion of rugby tickets on radio. An idea sparked in Ashish's mind. Ashish came back to India and immediately resigned from his job to focus on his idea. He thought of Bigtree Entertainment Pvt. Ltd. (parent company of BookMyShow) as a means to transform the niche of ticket booking.

Vision and Mission

Vision:-

As a business solution, it not only boosts footfalls and uplifts business opportunities, but is also widely accepted. Nobody ever says no to entertainment

Mission:-

Delivering the very best movie experience to our dedicated customers.

Quality Policy

book movie tickets

concert tickets

sports tickets

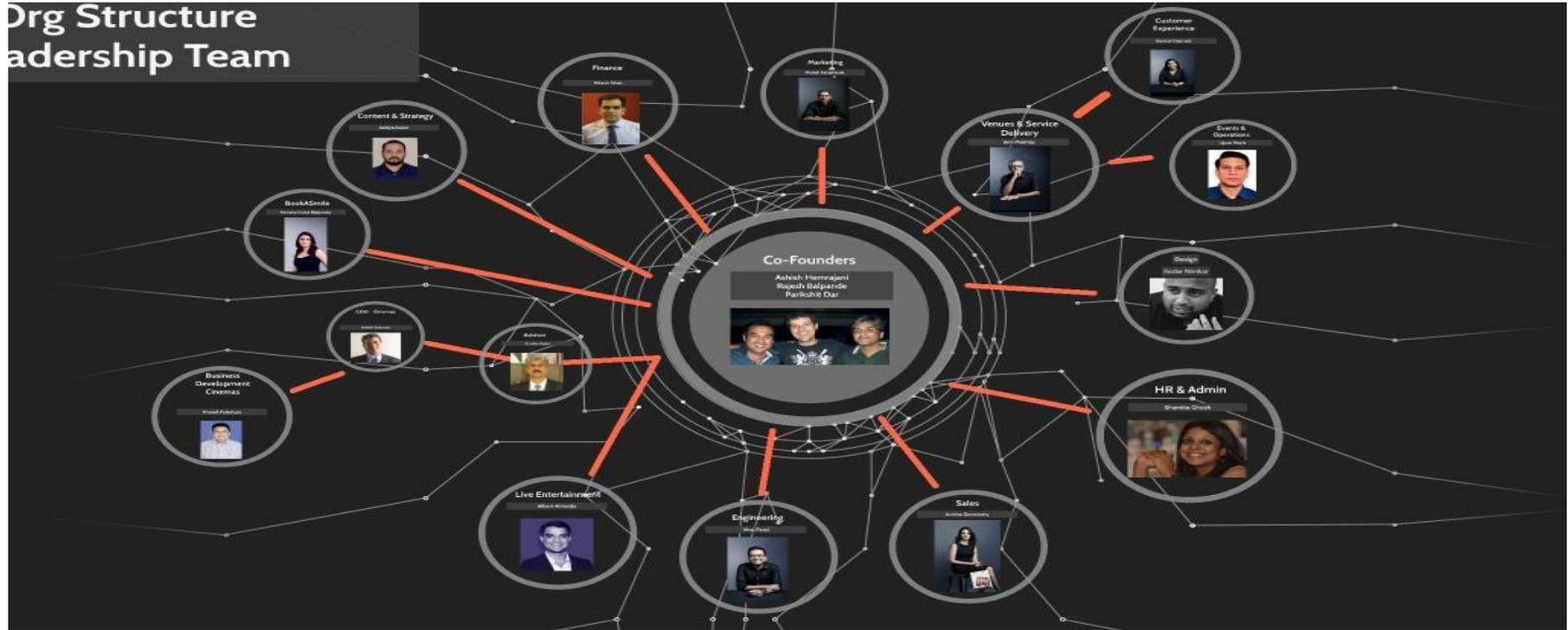
access to the events calendar

showtimes

movie review

promotional offers

Management Structure



Financial Structure

BookMyShow is one of India's top five websites in terms of transactions, with sales of over 9,50,000 tickets and customer spends of over Rs 100 million, on an average, every month. BookMyShow has a multi door revenue model.

BookMyShow Is the main Volume are from movie tickets sales.

BookMyShow Is not as straightforward as charging a flat 15 Rs per ticket : for example they charge 0.0 Rs. extra for PVR and Inbox tickets, while they charge some internet handling charge for ordinary Cinemas.

Service / Manufacturing Challenges

BookMyShow has laid off 200 employees, making the second major round of job cuts at the company since it let go of 270 people during the first wave of the Covid-19 pandemic.

The recent round of layoff is a result of the second Covid-19 wave, which has severely impacted BookMyShow's business.

Production / Sales Forecasting

Entering a new business segment post the pandemic, ticket booking platform BookMyShow has launched BookMyShow Stream, a transaction video on demand. With over 600 movie titles and 72,000+ hours of content, BookMyShow Stream is set to feature curated libraries of celebrated and award-winning films and content from around the world that users can either rent or buy and watch.

"With over 22,000 hours of content being exclusive to the platform at launch, BookMyShow Stream will feature multiple marquee Premieres every Friday," the company said.

Sales During Covid-19

The company's net loss for the year increased by 62%, from INR 83 Cr in FY19 to INR 134.73 Cr in FY20. As noted above, the company's filings also state that the Covid-19 pandemic has impacted BookMyShow's sale of services.

Sales After Covid-19

BookMyShow said that it is witnessing a rush of users with easing of Covid-related curbs as it recorded the highest-ever ticket booking of 2.9 crore on its platform in April this year. The company said that its Transaction Video on-Demand (TVOD) streaming platform also recorded the highest transaction in April with sales of 52,000 crore streams.