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Shah Rukh Khan Asks Fans to Book Tickets for My Name is Khan on KyaZoonga.com - the Official Ticketing Partner for Bollywood's Biggest Blockbuster

- by Kyazoonga.com (Business Wire India) on 2/4/2010 12:01:00 PM

Fox Star Studios and Dharma Productions have appointed KyaZoonga.com, India's first and largest entertainment and sports ticketing company as the Official Ticketing Partner for their upcoming Bollywood blockbuster, My Name is Khan, starring one of the most celebrated Bollywood on-screen duos - Shah Rukh Khan and Kajol.

New Delhi, Delhi, India: Fox Star Studios and Dharma Productions have appointed KyaZoonga.com, India's first and largest entertainment and sports ticketing company as the Official Ticketing Partner for their upcoming Bollywood blockbuster, My Name is Khan, starring one of the most celebrated Bollywood on-screen duos - Shah Rukh Khan and Kajol.

Several innovations have been planned as part of this association:

- Users will be able to get instant alerts about booking My Name is Khan tickets on KyaZoonga.com for My Name is Khan before the advance booking window opens up
- Several exciting prizes from unique consumer engagement activities have also been launched such as: Journey of Love, "Khan" Dive and "Khan" Sail - complete with a trip to the World Premiere, fantastic holidays, scuba dive lessons, navigating the high seas of Mumbai with personal sailing lessons and many more.
- Offers and vouchers for frequent ticket buyers redeemable for My Name is Khan on KyaZoonga

In addition to this, the association has also launched a KyaZoonga - My Name is Khan co-branded ad-campaign across television, radio, outdoor, print, online and mobile, in order to reach out to a large audience. A unique feature of this campaign is that for the first time, a Bollywood superstar is personally reaching out to his fans to buy tickets via television.

Neetu Bhatia, Co-founder, Chairman and CEO, KyaZoonga.com, said, "We are extremely proud of our association with Shah Rukh, Karan and our continued relationship with Fox Star Studios. We are very excited that for the first time ever, Shah Rukh is personally reaching out to all his fans to buy their tickets on KyaZoonga.com. Another unique concept that we have introduced for this blockbuster is the KyaZoonga TicketAlert system where fans can sign up to receive updates on ticket sales start dates and other important updates related to the film. We have always strived to bring more than just tickets to our customers and our association with My Name is Khan is one more step in that direction."

"Overcoming obstacles to reach the goal, positive morals such as honesty, if you do good deeds good things will happen, we are stronger than our fears and greater than our limits, are the key takeaways from My Name is Khan. The association with Kyazoonga will allow us to reach out to a large audience and make it easy and convenient for them to be a part of this extraordinary journey", added Apoorva Mehta, CEO, Dharma Productions Pvt. Ltd.

Commenting on the association, Vivek Krishnani, Head of Distribution, Marketing and Syndication, Fox Star Studios India, said, "My Name is Khan is a film that will appeal to people of all age groups. Our continued partnership with KyaZoonga.com allows us to reach out to all those who prefer to book tickets from the convenience of their homes instead of standing in queues. We believe Kyazoonga will play an important role in bringing significant traffic to theatres and help us engage the users through the various interactive initiatives executed by Kyazoonga.com

The film is slated for global release in theaters on 12 February 2010.

To book your tickets and participate in exciting contests, log on to www.kyazoonga.com/mynameiskhan

About KyaZoonga.com

KyaZoonga.com is India's first and largest movie, cricket, entertainment and sports ticketing company. Launched in 2007, KyaZoonga.com has created and vastly expanded the ticketing marketplace in India by bringing tickets to consumers who traditionally have not been able to access major events. Being one of the frontrunners in the ticketed entertainment industry, KyaZoonga.com's reach spans across 40 cities and offers an extended portfolio of entertainment ticketing such as movies, sports, cricket, concerts etc. KyaZoonga.com also offers multiple payment options through online, mobile, box-office and retail distribution channels.

Kyazoonga.com partners India's leading multiplex operators, cricket and sports franchises, concert promoters and event organizers to ensure simple and easy access to popular ticketed entertainment options in the country today. The Company's Advisory Board includes Dr. Kiran Bedi, India's first IPS officer, Magsaysay Award Winner and a prominent social activist, Prahlad Kakar, India's Advertising Guru, and Lila Poonawalla, Padmashri Award Winner and Chairperson, DeLaval, Lila Poonawalla Foundation. For more information, visit www.kyazoonga.com

About Fox STAR Studios

Fox STAR Studios is a joint venture between Twentieth Century Fox, one of the world's largest producers and distributors of motion pictures and STAR, Asia's leading Media Company. Fox STAR Studios will combine the production and distribution capabilities of 20th Century Fox and the local expertise and market strength of STAR in Asia to produce Asian language films through acquisitions, co-productions and in-house productions for worldwide distribution. It will also have access to the remake rights of successful films from both the Fox and STAR libraries. The joint venture is making its first foray in India and will soon expand into other markets including Greater China and South East Asia.

About Dharma Productions Pvt Ltd:

Dharma Productions, started by the Late Yash Johar, is a production house synonymous with movies with a heart that have a little for every generation. Karan Johar has taken on the mantle from his late father and broken and re-created many records ever since. My Name is Khan is Karan's fourth film as a Director and the film brings with it a sense of maturity in its story narrative and treatment.

About Red Chillies:

Red Chillies Entertainment, headed by Shah Rukh Khan and Gauri Khan is a company that is surging ahead in the global entertainment industry. Founded in 2002 as a film production house, Red Chillies Entertainment has branched itself into other spheres of production, starting from setting up a path breaking Special Effects studio, VFX, which brought Hollywood's slick sophistication to Indian cinema. My Name is Khan is a joint venture between Dharma production and Red Chillies Entertainment.

About My Name is KHAN:

"My Name is Khan" is the triumphant story of an unconventional hero overcoming obstacles to regain the love of his life. Rizvan Khan, a Muslim man from India, moves to San Francisco and lives with his brother and sister-in-law. Rizvan, who has Aspergers, falls in love with Mandira. Despite protests from his family they get married and start a small business together. They are happy until tragedy strikes when attitudes towards Muslims undergo a sea-change. When tragedy strikes, Mandira is devastated and they split. Rizvan is confused and very upset that the love of his life has left him. To win her back, he embarks on a touching and inspiring journey across America.



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