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## Abhishek Bachchan Asks To Book Tickets On KyaZoonga.com

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**Wednesday, June 16, 2010:** Reliance Big Pictures and Madras Talkies have appointed KyaZoonga.com, India's first and largest entertainment and sports ticketing company as the Official Ticketing Partner for its upcoming Bollywood blockbuster "Raavan".



Directed by Mani Ratnam, with Abhishek Bachchan playing the title role, Raavan is one of the most sought after movies of the season and is said to be a contemporary tale of the battle between good and evil.

Several innovations have been planned as part of this association, in addition to exciting prizes based on unique consumer engagement activities and offers and vouchers for frequent ticket buyers redeemable for Raavan on KyaZoonga. In addition to this, the association has also launched a KyaZoonga - Raavan co-branded ad campaign across television, outdoor, print, online and mobile, in order to reach out to a large audience.

Commenting about the association Abhishek Bachchan tweeted, "Coolness! Was just hangin' with Kyazoonga.com crew, they're the online ticketing partners for Raavan. And I booked my tickets for the world Cup 2011 in India. How cool is that? Go get them guys!"

Neetu Bhatia, Co-founder, Chairman and CEO, KyaZoonga.com, said, "With our association with Reliance Big Pictures and Madras Talkies, we are excited to be working with a movie that has stellar performers in Abhishek Bachchan and Aishwarya Rai Bachchan. We are thrilled and proud to be the Official Ticketing Partner for Mr. Mani Ratnam's most-awaited film. We look forward to bringing unique movie-related content and innovations to reach out to an even larger audience and make it easy for them to be part of this much-awaited movie."

Purna Singh, Head - Media & Brand Alliances, Big Pictures, commented on the association, "We are excited to be working with KyaZoonga on Raavan. Their ticketing technology, innovations and unique marketing techniques make them a natural ticketing partner. We look forward to working with KyaZoonga on many more movies on our slate."

The film is slated for global release in theaters on 18 June 2010.

To book your tickets and participate in exciting contests, log on to [www.kyazoonga.com](http://www.kyazoonga.com)

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