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Online bookers in keen contest

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Queues are out of vogue for many in cities who have Internet connections. And firms that made it possible are also now fanning into small towns, determined to making online bookings for plays, concerts, sporting events or movies a pervasive phenomenon.

Kyazoonga.com, Bookmyshow.com, both of which started in 2007, and regional players such as Ticketnew.com are seeing opportunity everywhere. Kyazoonga.com, recently bagged the exclusive rights for the online sales for the ICC Cricket World Cup.

Pervasive growth

1. Bookmyshow.com and Kyazoonga have ambitious plans to hit small towns.
2. Besides movies, they see opportunities in plays, concerts and sporting events.

Neetu Bhatia, who gave up investment banking to start Kyazoonga.com, which is present in 45 cities, says India sees sales of 4 billion tickets a year and growth of the Internet and credit cards will make it match growth in the US, where 90 per cent tickets are sold online.

"As of now growth is coming from every where and smaller towns are quickly latching on to this phenomenon," she said.

Bookmyshow, like Kyazoonga, generates revenue primarily from the commissions charged through online tickets. While Kyazoonga charges a uniform Rs 15 convenience charge, Bookmyshow, takes Rs 25 to 50.

Bookmyshow, which gets most of its money from movies, is also aiming for sports, parties, plays and concerts. "There are many players who come in and then go, as consumers look for security and good service which not everyone can provide," said Ashish Hemrajani, CEO of Bookmyshow.com.

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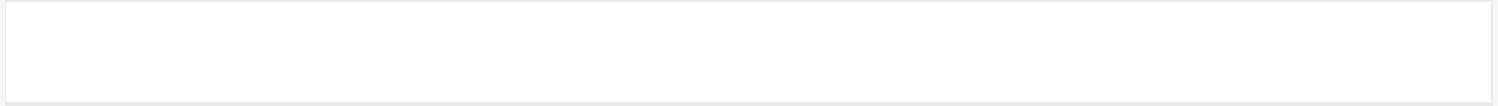
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