

Abhishek Bachchan asks Fans to Book Tickets for Raavan on KyaZoonga.com - the Official Ticketing Partner for his Upcoming Movie

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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."

Perna 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

About KyaZoonga.com

KyaZoonga.com is India's first and largest sports and entertainment ticketing company. Launched in 2007, KyaZoonga 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. Credited with pioneering a centralized ticketing concept where all sales channels are driven by a centralized system, KyaZoonga is the only ticketing company in India which, along with movies, concerts and other forms of live entertainment, has ticketed all the three forms of cricket, and ticketed multi sports Olympic style sporting events. KyaZoonga offers end-to-end ticketing services with multiple payment options through online, mobile, box-office and retail-outlet distribution channels. The company partners with India's leading cricket and sports franchises, multiplex operators, concert promoters and event organizers to ensure simple and easy access to popular ticketed entertainment options and helps customers Jump the Q every day. 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. KyaZoonga is also the official ticketing partner for **the ICC Cricket World Cup 2011**

About Reliance BIG Pictures

Reliance Big Entertainment Ltd. is the flagship media and entertainment arm of the Indian conglomerate Reliance Anil Dhirubhai Ambani Group. It has a significant presence in filmed entertainment (film production, distribution, exhibition and TV content), broadcasting, studio infrastructure, processing, digital services, music, home video, animation, events, out of home, gaming and new media.

About Madras Talkies

Madras Talkies is an established Film and Television Production and Distribution Company in India setup in 1995 with Mani Ratnam and Suhasini Maniratnam as partners. Madras Talkies is actively involved in production of films and television serials, which are distributed all over the world. The company has produced over 9 feature films and 6 television serials till date.

For more information, visit www.kyazoonga.com

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