Shahrukh Khan asks fans to book tickets for 'My Name is Khan' on KyaZoonga.com

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New Delhi, Feb 4 (ANI/Business Wire 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.

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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. (ANI)

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