



Media Release

Golmaal Again becomes the first Indian film to open film ticket bookings a month in advance

Mumbai, October 3, 2017: The Golmaal Again frenzy has spread over the internet ever since the release of its trailer last week. The trailer swiftly crossed one milestone after the other. The trailer garnered over 20 million views in less than 24 hours a record breaking feat in India's film history. The makers of the film have partnered with PayTM, announcing a special news marking yet another milestone. Golmaal Again is the first film in history to open film ticket bookings a month prior to its release.

Releasing on Diwali, the latest instalment of the super-hit Golmaal series is certainly one of the most anticipated films of the year. Fans from across the nation are sharing the enthusiasm about booking their seats in advance for this laugh riot. Talking about the association, Shibasish Sarkar COO, Reliance Entertainment said, "The response the trailer has been overwhelming and we look forward to continue reaching out to the fans of the franchise and giving them every reason to watch Golmaal Again this Diwali. Owing to all the anticipation, we are happy to have been able to associate with PayTM and make our film the first one to open ticket bookings four weeks ahead of its release.

Talking about being the first Indian film to open the bookings a month in advance, Director Rohit Shetty said, "It is indeed a great feeling to witness the anticipation around the film and to see the movie-goers booking their seats month in advance to watch Golmaal Again."

Paytm has joined in as the official ticketing partner for the film. The company has launched booking in advance across India. Movie-goers can win vouchers worth ₹ 500 and get cash back of up to ₹100. Tickets are accessible in most theatres and multiplexes.

Presented by Reliance Entertainment, the film is produced in collaboration with Rohit Shetty Films and Manglmurti Films. Releasing this Diwali, the ensemble cast includes Ajay Devgn, Parineeti Chopra, Arshad Warsi, Tusshar Kapoor, Shreyas Talpade, Kunal Kemmu and Tabu.

About Reliance Entertainment:

www.relianceentertainment.net

Reliance Group, led by Anil D. Ambani, is among India’s major business houses, with a leadership position in telecommunications, power, infrastructure, financial services, and media and entertainment. The Group has over 250 million customers, serving 1 in every 5 Indians and has over 8 million shareholders, amongst the largest in the world.

Reliance Entertainment is the media and entertainment arm of Reliance Group and is engaged in the creation and distribution of content across film, television, digital and gaming platforms.

Internationally, Reliance Entertainment has partnered since 2009 with iconic film producer and director, Steven Spielberg, in the formation of DreamWorks Studios, and thereafter, Amblin Partners.

This relationship has produced several highly successful films such as The Help, War Horse, Lincoln, The Hundred Foot Journey, The Girl on the Train, Office Christmas Party and A Dog’s Purpose. Reliance Entertainment is releasing “Thank You For Your Service” on October 27, 2017 and also Steven Spielberg directed “The Papers” on January 12th, 2018.

Follow us on:



/RelianceEntertainment



@RelianceEnt



/Reliance.Entertainment

For further information contact:

Daljeet S Singh Daljeet.S.Singh@relianceada.com +919312014099

Parag Desai universalpr@gmail.com +919820062082