

## Culture meets commerce: RuPay backs India's booming live entertainment market with strategic year-long partnership with BookMyShow

*~ Through the partnership, RuPay cardholders get privileged access to the biggest festivals and a line-up of top live concerts from the house of BookMyShow ~*

**Mumbai, 05 August 2025:** **BookMyShow**, India's leading entertainment destination and its parent company Bigtree Entertainment Pvt. Ltd. have entered into a strategic, year-long partnership with **RuPay**, a global card payment network from National Payments Corporation of India ([NPCI](#)). The collaboration spans both digital and on-ground channels, bringing a unified entertainment and payment experience to millions of consumers across India. As the live entertainment ecosystem continues to flourish, this partnership aims to strengthen the intersection of entertainment, access and seamless payment experiences for scores of young, digitally savvy consumers seeking leisure offerings made affordable and seamless.

Through this alliance, RuPay cardholders will enjoy special access to some of the most anticipated properties from the house of BookMyShow - Sunburn 2025, Lollapalooza India 2026, Bandland 2026 as well as a curated calendar of live event concerts featuring top Indian and international artists. These benefits include early pre-sale access, exclusive ticketing zones, curated food and beverage offerings, merchandise perks, fast-lane entry for top-ups and access to dedicated lounge areas at select venues. RuPay will also activate experiential spaces on-ground designed to elevate brand-consumer engagement in memorable, high-impact ways.

Digitally, BookMyShow will integrate RuPay across key touchpoints including its homepage and post-transaction journey, directing users to discover exclusive RuPay-led benefits and access. This partnership not only unlocks tangible perks for users but also showcases how modern financial services can embed themselves within high-interest cultural moments through immersive offerings, deepening relevance among next-gen consumers looking for not only enriching experiences but also an ease in accessing and paying for them.

**NPCI spokesperson** said, *"Entertainment and cultural experiences are a growing area of interest, especially for younger, digital-first users. We are building deeper engagement with our users by connecting with what resonates to them. Through this partnership, we aim to offer meaningful value combining access, ease, and exclusive benefits to position RuPay not just as a payment option, but as an enabler to rewarding and relevant experiences."*

**A BookMyShow spokesperson** commented on the partnership stating, *"Live entertainment in India is undergoing a remarkable transformation as audiences increasingly seek experiences that are not only entertaining but also personalised, immersive and value-driven. At BookMyShow, we remain committed to innovating at the intersection of technology, culture and consumer expectations to meet this evolving demand for our partner brands. Our partnership with RuPay marks a significant step in re-imagining access and engagement for today's culture-forward consumer ensuring that the joy of entertainment goes beyond mere attendance to becoming something truly experiential, memorable and valued."*

With this year-long partnership, BookMyShow and RuPay are poised to shape the future of live entertainment experiences in India bringing together culture, commerce and community in ways that leave a lasting impression.

#### **About NPCI:**

National Payments Corporation of India (NPCI) is the central body responsible for overseeing retail payments and settlement systems in India. It is established by the Reserve Bank of India (RBI) and the Indian Banks' Association (IBA). The Company is focused on bringing innovations in the retail payment systems by using technology for achieving greater efficiency in operations and widening the reach of payment systems. NPCI is committed to harnessing the transformative potential of deep tech, creating an ecosystem that fosters collaboration to work on breakthrough technologies. Underlining its commitment to service, NPCI has been incorporated as a "Not for Profit" Company to provide infrastructure to the entire Banking system in India for physical as well as electronic payment and settlement systems.

NPCI has made a profound impact on India's retail payment landscape, focusing on creating robust, efficient, and inclusive payment and settlement solutions. NPCI has been instrumental in introducing a range of products that have revolutionised retail payment systems. These include [Unified Payments Interface \(UPI\)](#), [RuPay](#), [National Automated Clearing House \(NACH\)](#), [Immediate Payment Service \(IMPS\)](#), [National Electronic Toll Collection \(NETC\)](#), [Aadhaar Enabled Payment System \(AePS\)](#), [e-RUPI](#) and more. Each of these products has contributed significantly to enhance the efficiency and accessibility of payment systems in India, ultimately propelling financial inclusion.

NPCI has played a fundamental role in establishing the foundation for India's rapidly growing digital payments ecosystem, projecting the country onto the global stage.

NPCI has three wholly owned subsidiaries – [NPCI International Payments Limited \(NIPL\)](#) and [NPCI Bharat BillPay Limited \(NBBL\)](#) and [NPCI BHIM Services Limited \(NBSL\)](#), established in pursuance of NPCI Board & RBI approval.

For more information visit: <https://www.npci.org.in/>

#### **About BookMyShow:**

Launched in 2007, BookMyShow, owned and operated by Big Tree Entertainment Pvt. Ltd. (founded in 1999), is India's leading entertainment destination with global operations and the one-stop shop for every entertainment need. The firm is present in over 700 towns and cities in India and works with partners across the industry to provide unmatched entertainment experiences to millions of customers. Over the years, the company has evolved from a purely online ticketing platform for movies across 7,000 plus screens, to end-to-end management of live entertainment events including music concerts, live performances, theatricals, sports and more, all accomplished at par with global standards. Some of the key properties that BookMyShow Live, the live entertainment experiential division of BookMyShow, has brought to its markets over the past few years include Lollapalooza India, Bandland, Coldplay's Music Of The Spheres World Tour, Ed Sheeran: +--=x Tour, Maroon 5, Guns N' Roses, Backstreet Boys' DNA World Tour, Post Malone's debut India show at the Feeding India concert, U2's The Joshua Tree Tour, NBA's debut games in India, Disney's Aladdin, Cirque du Soleil BAZZAR as also international artists such as Justin Bieber to name a few.

BookMyShow is invested in providing the best user experience, whether on-ground or online and to that effect, launched BookMyShow Stream, India's largest home-grown transactional video-on-demand (TVOD) platform hosting award-winning and critically acclaimed content from around the world, complementing its cinemas business. BookMyShow also houses India's most extensive organic reviews and ratings engine for movies and has driven technology innovations, such as the m-ticket and



Movie Mode, impacting tens of millions of users and the industry at large. With continued support from marquee investors like TPG Growth, Stripes Group, Elevation Capital (formerly SAIF Partners), Accel and Network18, BookMyShow has constantly demonstrated category leadership, growing beyond India with operations in Singapore, Indonesia, Malaysia, UAE and Sri Lanka. BookMyShow is also committed to society at large, by way of BookAChange, by BookMyShow Foundation, dedicated to enriching lives through the transformative power of music and the performing arts.

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