



Objective

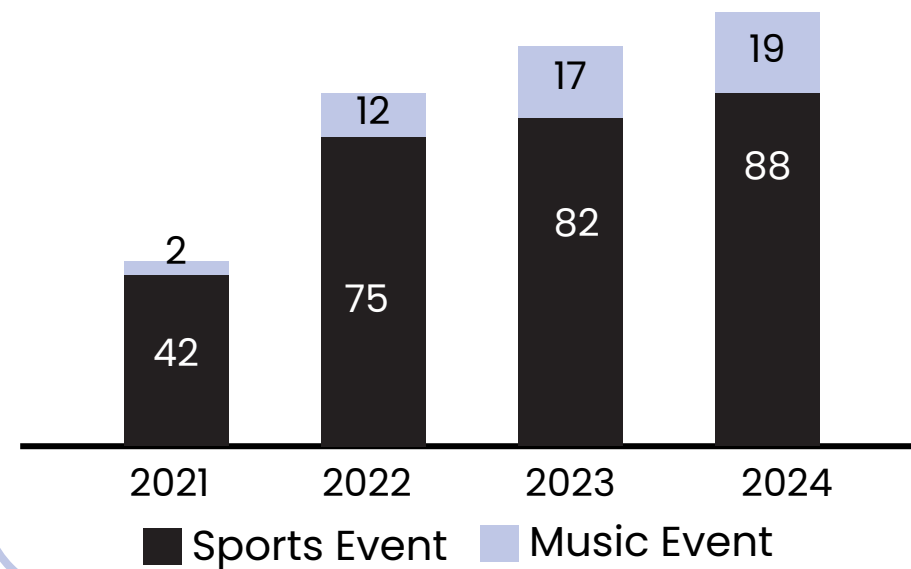
Improving **High-Demand** Event Ticketing Experience to Increase **Customer Satisfaction** and **retention**.

Revenue stream of BookMyshow

- Tickets sales commission
- Event Partnerships
- Corporate Bookings and business
- Advertising and Promotions
- Movie streaming, renting & buying

Domestic revenue generated through high-demand live events

Ticketing revenues (₹ billion)

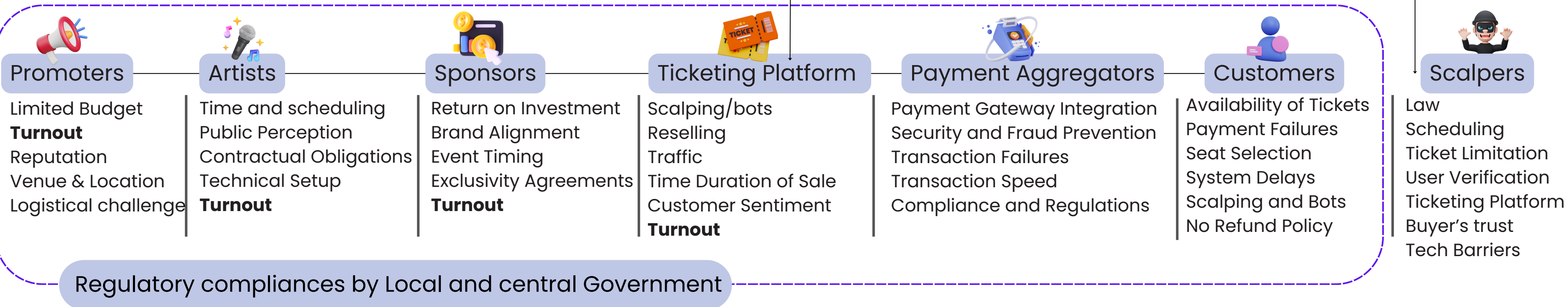


With **25 years** in the industry, BookMyShow secured exclusive ticketing rights for two major domestic **sports** and **music** events.



	Coldplay (2025)	ODI Cricket WC (2023)
Overall Traffic	<u>13 million</u>	<u>1.25million</u>
Phases of tickets sold on BMS	General sale (2024): Day 1 & 2- 22nd Sept, 12 pm IST Day 3- 22nd Sept, 2pm IST Infinity tickets- 22nd Nov	Mastercard Pre-sale (2023): Aug 24, Aug 29, Sep 14 General Sale: Aug 25, Aug 30 - Sep 3, Sep 15
Common Problems faced by users	Website Crashes and Slowdowns <ul style="list-style-type: none"> • Long Queues and Waiting Times • Limited Availability of Tickets • Ticket Reselling at High Prices • Fake Tickets and Scams • Strict No-Refund Policies • Confusion with Cancellations or Payment Failures 	
Response to Unprecedented Demand	<u>Added one more show on 21st Jan, 2025</u>	<u>BCCI released 4,00,000 more tickets</u>

Actors- Live Music Events & their constraints

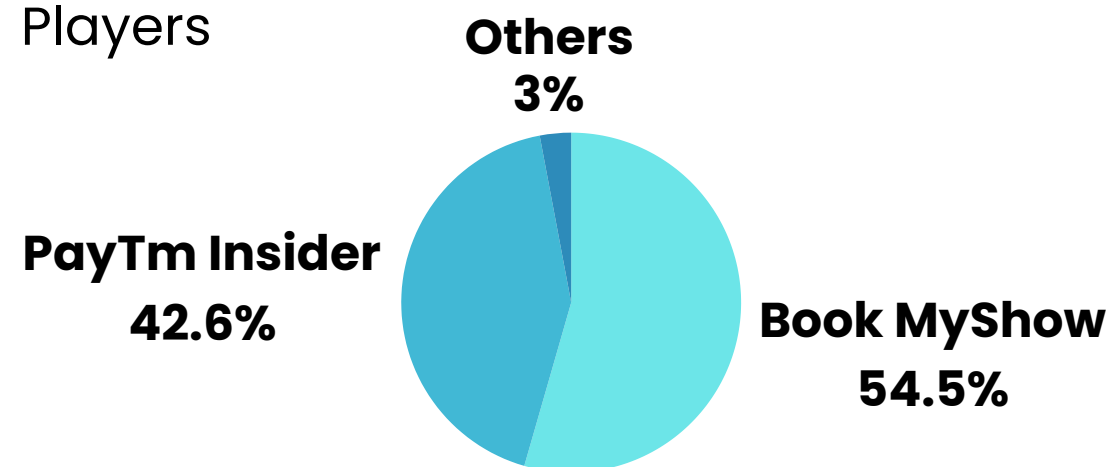


Low turnout is a **key constraint** for most stakeholders. Scalpers **inflating prices** on secondary sites can **deter genuine buyers**.

Challenges from ONE major player

Who's a threat in the market?

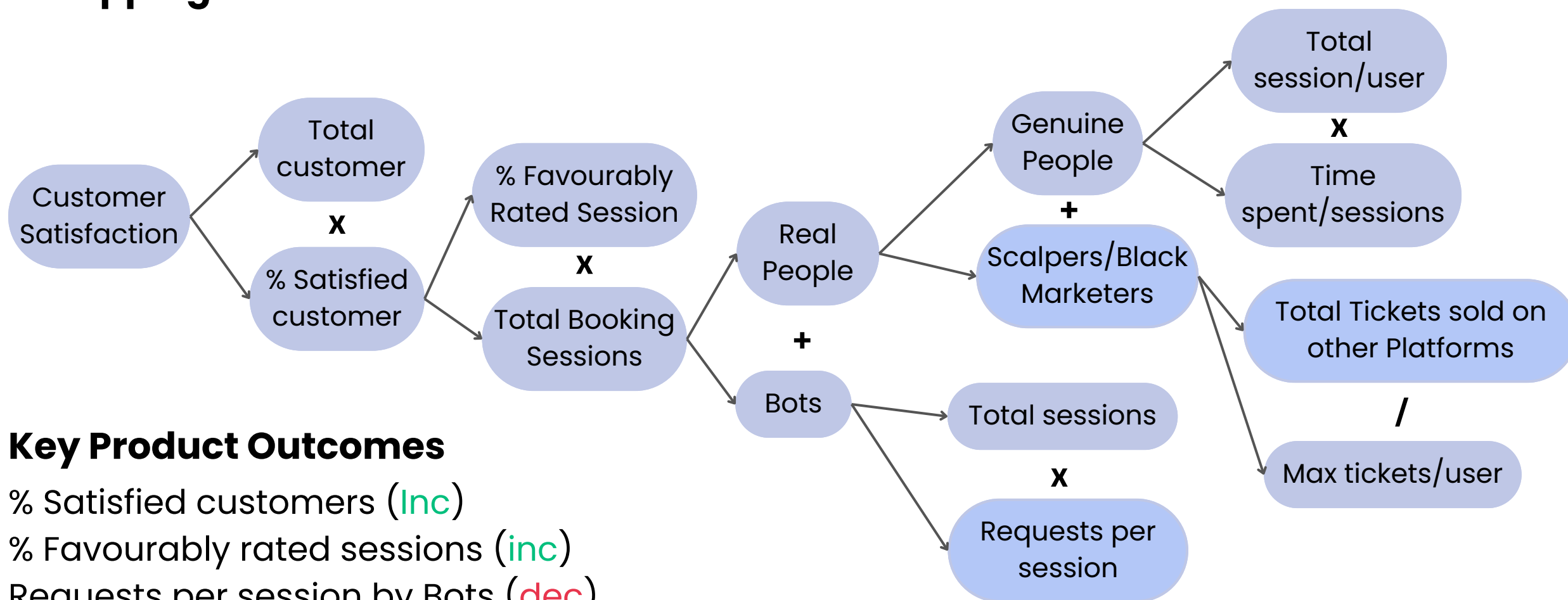
Market share for Live event Ticketing- Major Players



Paytm Insider bought by **Zomato in 2023**

Threats from Zomato	BookMyShow's standing	Opportunity for all
New App Launch- Zomato District	Operates in Niche market	<u>Event ticket revenue</u> <u>CAGR- 2.99%</u>
Existing Larger User Base MAU- 80m	<u>MAU- 11.35 Million</u>	<u>Sport Events market</u> <u>volume- US\$1,055.00m</u>
<u>Revenue- 12114cr & Profit- 351cr</u>	<u>Revenue- 1026cr & Profit- 85cr</u>	<u>User Penetration- 6.6%</u>
Paytm Insider- IPs	Exclusive IPs	<u>ARPU- 1600</u>
<u>New Feature Launch to prevent scalping</u>	No exclusive feature for solving scalping	

Mapping Outcome



Key Product Outcomes

- % Satisfied customers (inc)
- % Favourably rated sessions (inc)
- Requests per session by Bots (dec)
- Total Tickets sold on other platforms (dec)

Jobs to be done

When I want to buy tickets for an event,
but I need to do it quickly and at a fair price without worrying about bots or scalpers,
help me book tickets easily and securely,
so that I can focus on enjoying the event without stress.

Hypothesis (Why is BookMyShow facing flak from customers?)

- Scalping Issues
- Bad User Experience
- Limited Availability
- Website/App Performance
- Reselling at inflated rate

Impact Analysis

Key Data:

Total Traffic: 13 million (13,000,000 users)

Tickets Available: 150,000 tickets

Concurrent Request Capacity of BookMyShow: 200,000 requests at a time

Time to Fulfill One Request: 100 milliseconds (0.1 seconds)

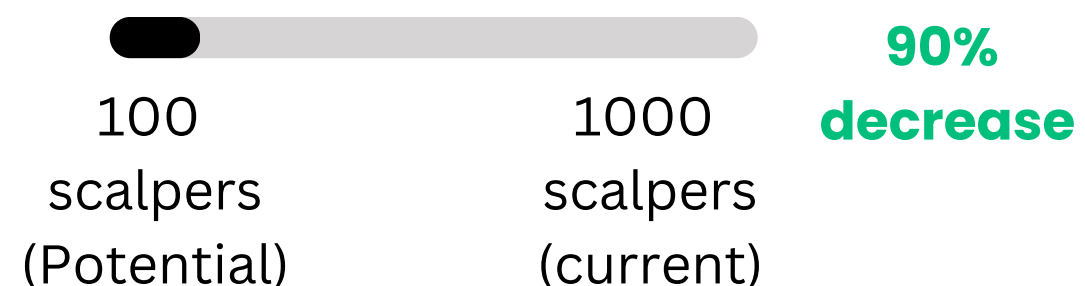
Assumption- 1,000 active scalper accounts

Ticket Distribution Based on Request Volume:

Estimated tickets scalped by bots:

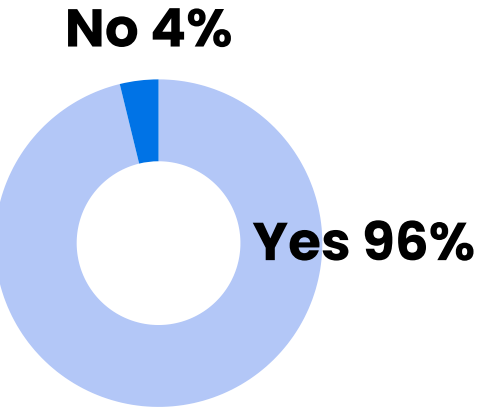
25% × 150,000 total tickets = 37,500 scalped tickets

37,500 users missed out tickets.

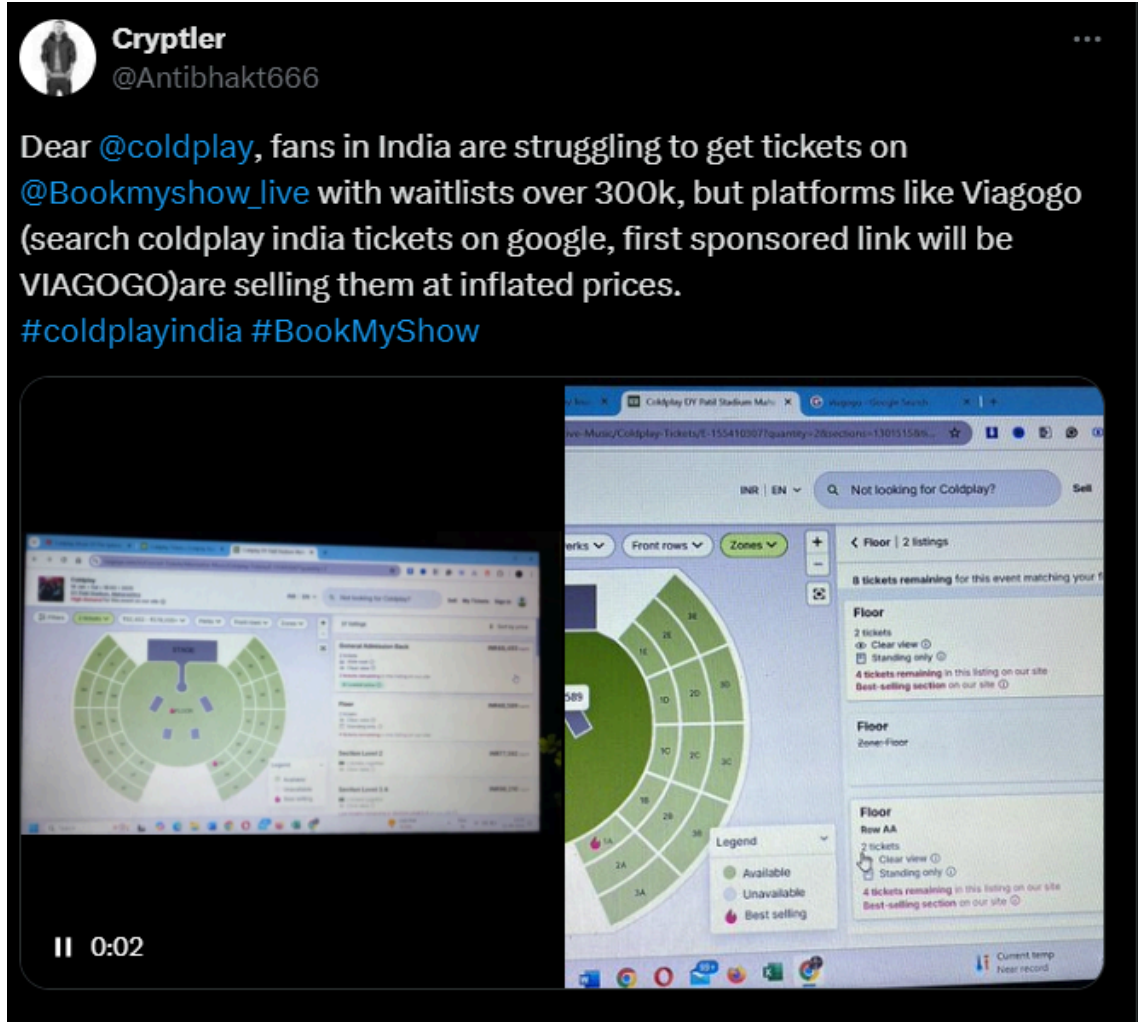


User Insights (54 responses)

User who think more should be done to prevent reselling of tickets on 3rd party platforms



What users are saying on social media



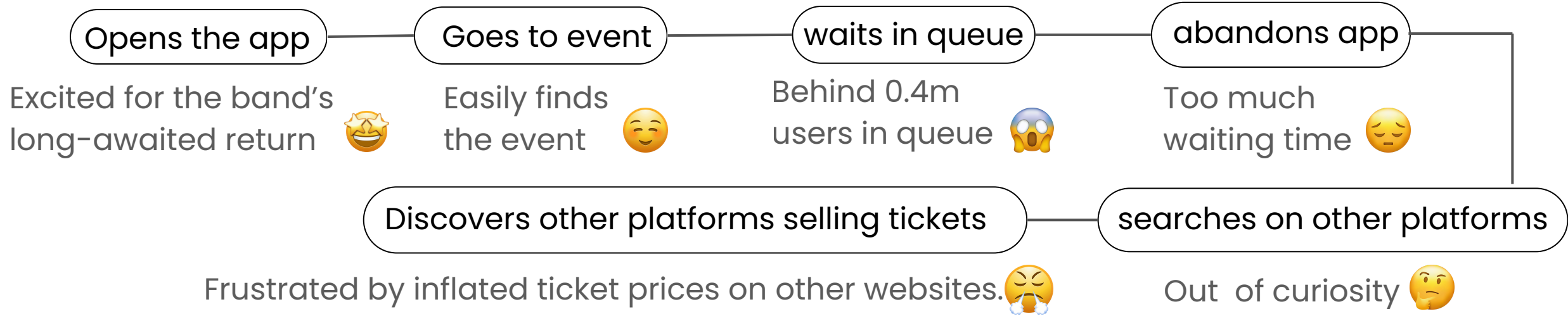
User Persona



Name: Aditi Sharma
Age: 29, **Occupation:** Marketing Executive
Location: Mumbai, India
 Demographics:
Income Level: Middle-class
Marital Status: Single
Tech Savviness: Moderate; comfortable using apps and websites for purchases

"I want to enjoy events without the stress of bots and inflated prices. It should be easy to get tickets at a fair price."

How she tried booking the tickets? (User Journey)



Needs	Pain Points
<ul style="list-style-type: none"> • Quick Purchase • Fair Pricing • Seamless Experience • Refund & Cancellation Policy 	<ul style="list-style-type: none"> • Scalping and Bots • Technical Issues • Long Wait Times

Core Problem

Users are **frustrated** by rapid **ticket sellouts** on BookMyShow, leading to **inflated resale prices** by scalpers on third-party platforms.

Who is facing this problem

Users **aged 19-28** in **Tier 1 cities** struggle to secure tickets for **high-demand** live events.

How do we know its a real problem

A **user survey**, **secondary research** and **social media outrage** against the ticket booking experience has given us insights.

Value generated

For Bookmyshow

- Improved Customer Satisfaction
- Brand Trust
- Market Differentiation
- Increased Revenue Streams

For Customers

- Access to Legitimate Tickets
- Fair Pricing
- Flexibility
- Community Engagement
- User-Friendly Experience
- Transparency

Prioritization

Proposed Solutions	Ticket booking through UPI only (Limit 1Lac)	Enhancing CAPTCHA and Security	Your Ticket Market (Allows user to resell ticket along with dynamic pricing based on demand)
Demand	Yes To prevent scalping	Yes To prevent scalping	Yes To prevent scalping
Competition	N/A	N/A	Zomato live
Adoption	Not Likely All users won't get a fair chance. Due to end of month more credit purchases	Less Likely Increase friction	Very Likely Prevent scalping on other websites
Impact	Low Might exceed the allotted time per session	Medium Scalpers can bypass easily	High No Inflated ticket prices on other websites
Priority	V2	V2	V1

Why should we solve it now

BookMyShow faces tough competition from **Zomato Live** (Paytm insider is bought by Zomato) and they are combined **7%** behind in market share and **actively fighting ticket scalping**.

Zomato's large food and grocery **user base** strengthens its position, as the E&M industry is grows **3% yearly** with **6%** more users annually.

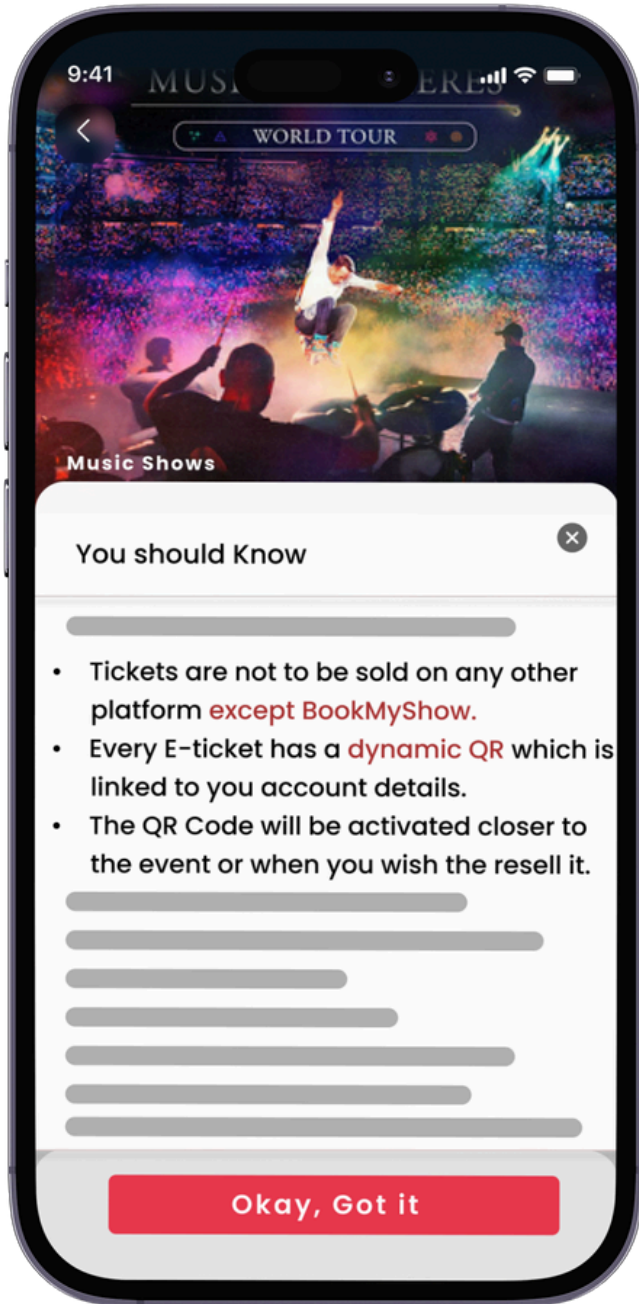
Chosen Solution

A secondary Marketplace for ticket trading – Your Ticket Market

Lets users **resell tickets within BookMyShow** with a **max 30% markup**. A **dynamic QR code** ensures authenticity and **prevents third-party sales**, guaranteeing secure transfers and fair pricing while stopping scalping.

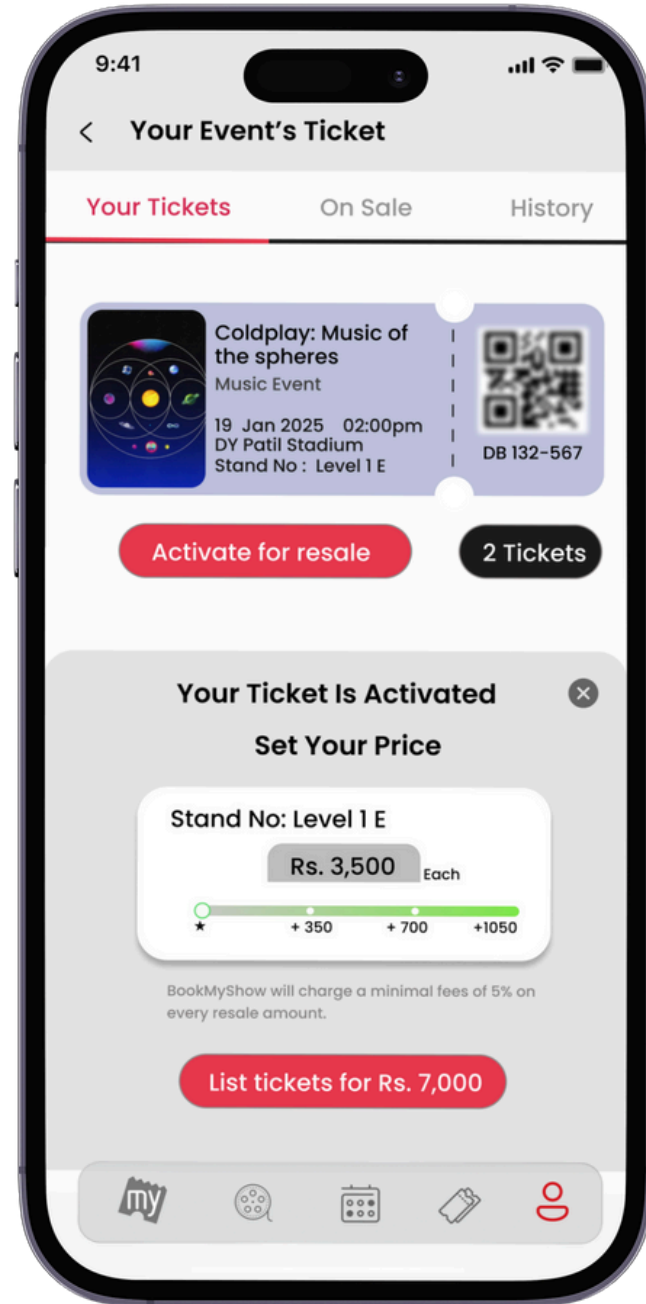
What's so special about it?

The tickets will be **sold in phases** given the **long gap** between the event and the ticket booking. Allowing BookMyShow to **adjust the price** based on the **demand** in market.



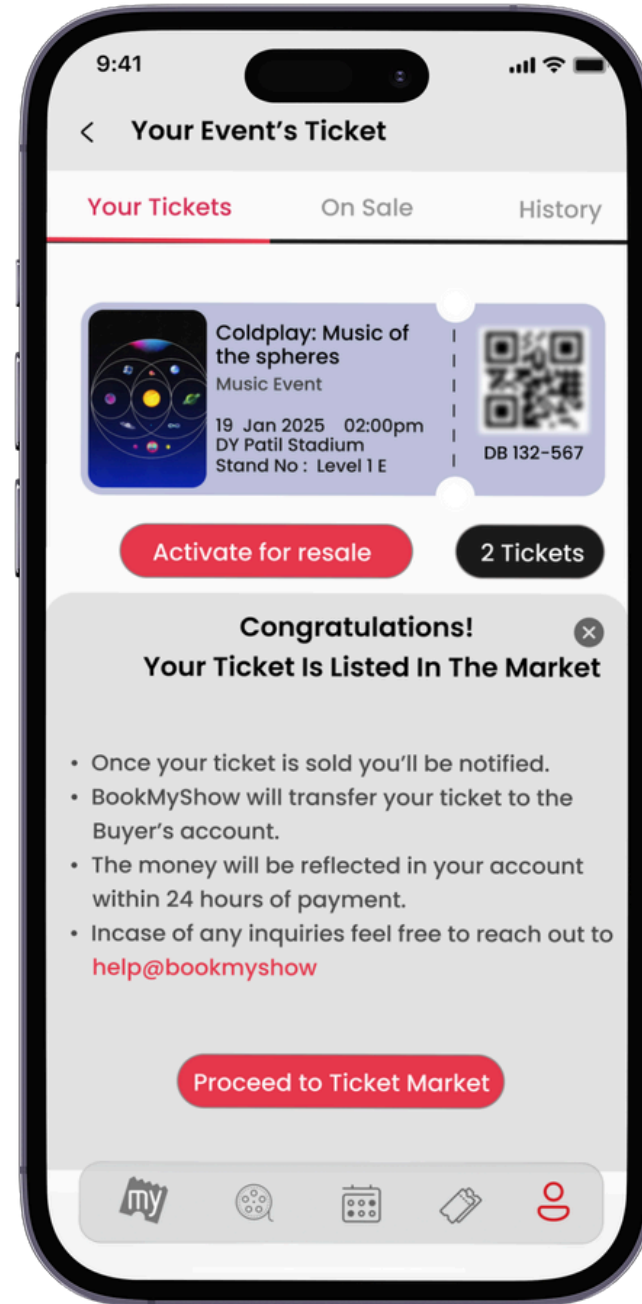
Pre-Purchase Page

Providing **user each and every information** about the reselling details **before they purchase** the ticket



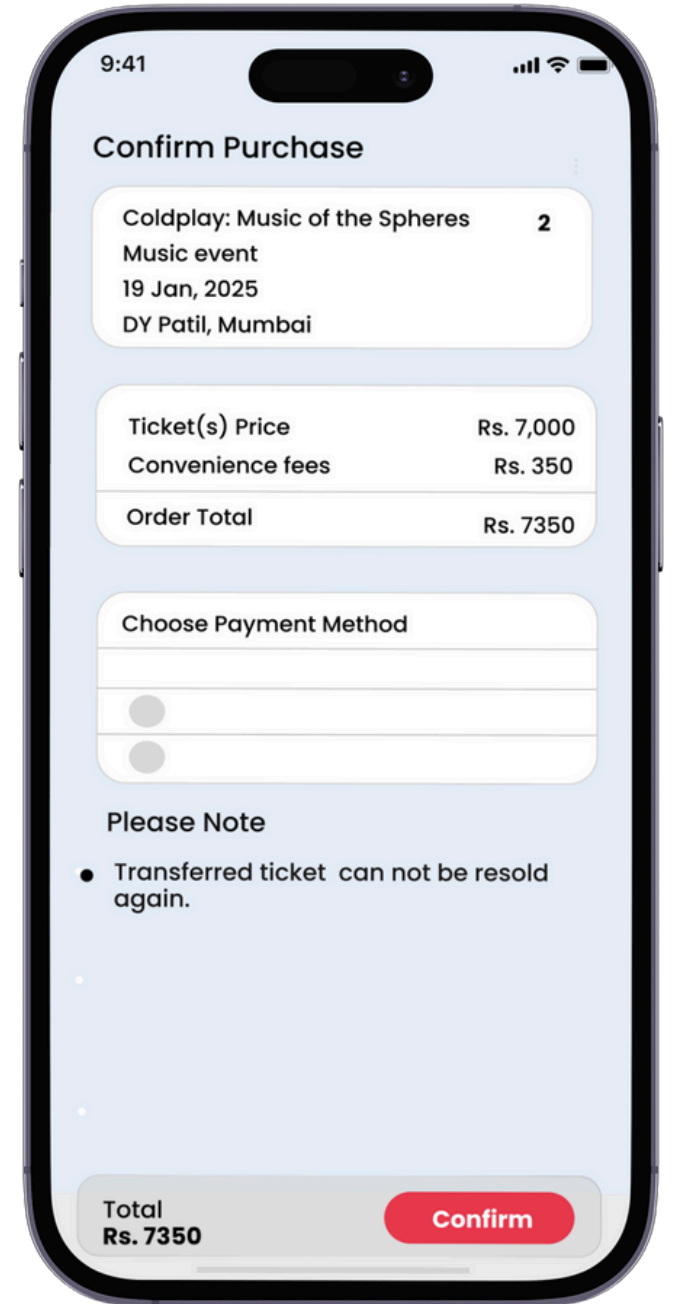
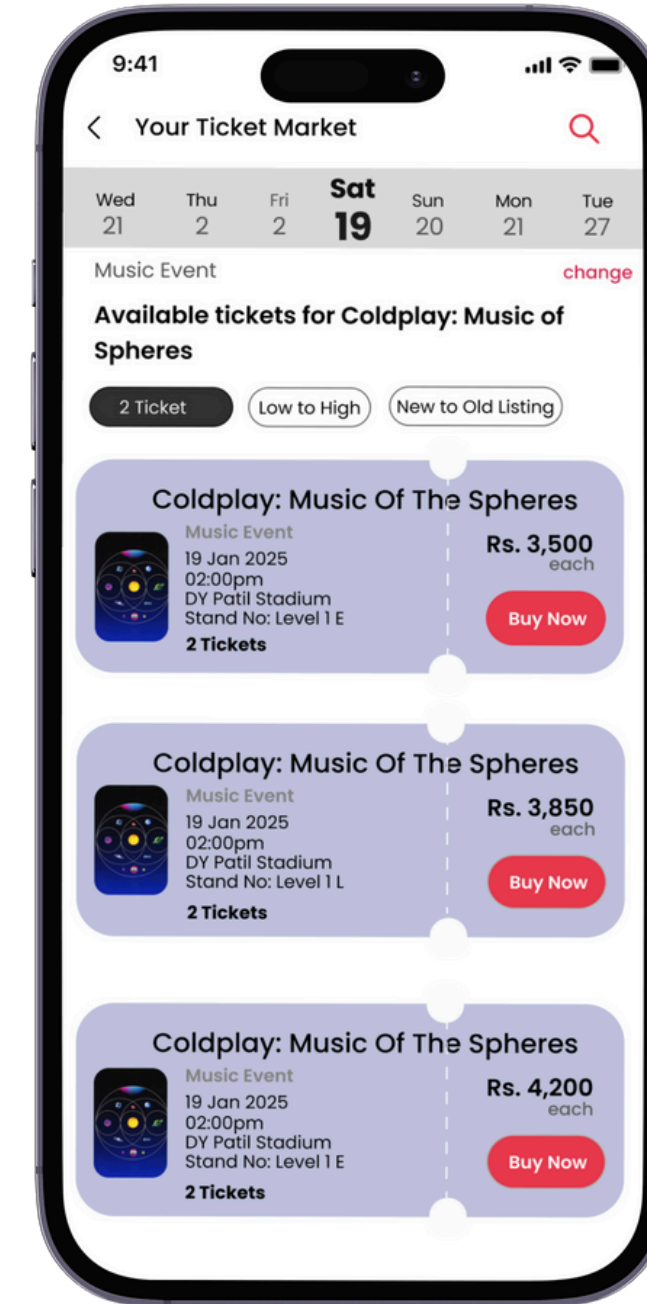
Ticket Activation page for reselling

Once the user wish to sells the ticket the QR will be activated and user can **set the price** for reselling **10%, 20% and 30%** above the **original price**. BookMyShow will charge 5% on every resale.



Resold Ticket Listing Page

Buyers can **pick tickets** they wish to buy from here.



Resale purchase Order

Purchasing of resold tickets with a message that **transferred(resold) tickets can't be resold again.**

Solution continued..

1. **Initial Phase - 25% tickets** will be released and only be available for BookMyCard Play card holders.
2. The KYC will be done by **RBL bank**- Current Playcard partners.
3. This will **save BMS additional cost** on **user verification**.

The ticket phases

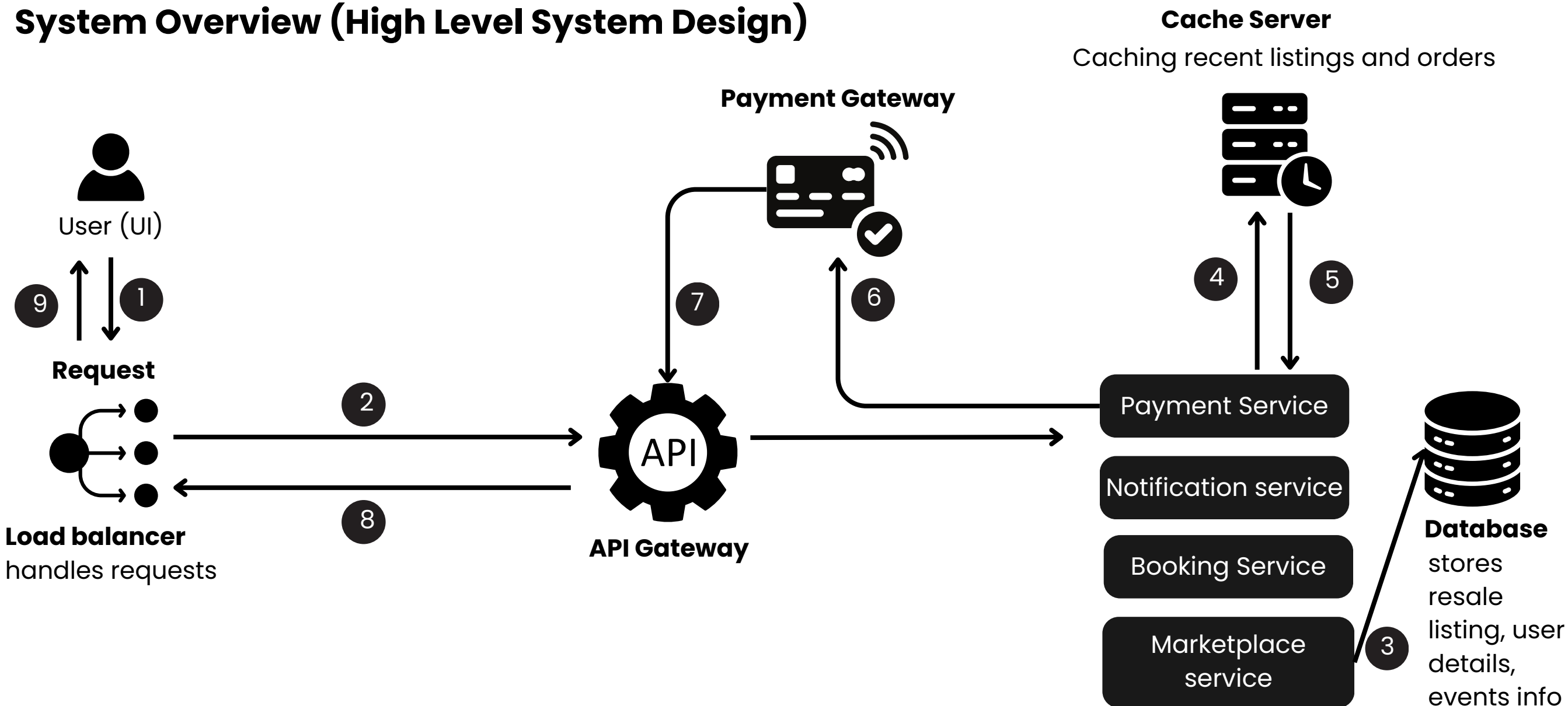
1. **2nd Phase - Next 25%** of the total tickets will be released and the **price** of the stands in this phase will be determined by **average reselling price** of the stand **in the initial phase** if any, or else the old price will be applicable. There is **30% cap** on reselling, no inflation beyond control.

1. **3rd Phase**- All the **remaining tickets** will **go on sale** in this phase and **the price will determined** by the average reselling price of the stands in the **2nd phase** if any, or else the old price will be applicable.

The Marketplace will solve for

- Scalping due to **initial phase KYC** and **Dynamic QR code**.
- Correct **pricing** for **high-demand** event.

System Overview (High Level System Design)



- 1 User requests for Browsing, purchasing, listing, reselling and buying tickets.
- 2 Request is sent to appropriate API service
- 3 Data is stored in the database
- 4 Caching recent listings and orders
- 5 Fetches Cached data
- 6 Directs Payments request
- 7 Sends Payment Confirmation
- 8 Fetches Payment Confirmation & listing
- 9 Returns Payment confirmation

Metrics

Goal	Metric	Motive
Customer satisfaction	<ul style="list-style-type: none"> Post-Transaction Feedback Score 	<ul style="list-style-type: none"> To identify issues and guide improvements.
Scalping	<ul style="list-style-type: none"> Purchase to listing time Sell-through Rate at Max Price Cap 	<ul style="list-style-type: none"> Help detect scalping by tracking listing speed and sales at max prices
High demand event pricing strategy	<ul style="list-style-type: none"> Demand Elasticity Index 	<ul style="list-style-type: none"> The change in demand (measured by tickets sold) relative to price increases for high-demand events.
Retention	<ul style="list-style-type: none"> No. of successful resales 	<ul style="list-style-type: none"> Indicates user satisfaction and trust, which are critical for driving customer retention in the marketplace.
Engagement	<ul style="list-style-type: none"> Listing per Ticket holder 	<ul style="list-style-type: none"> Measures how often users list tickets for resale

North Start Metric : Total Listings per Event
LI Metric: Average Listing Price per Event.
Motive: Tracks the **average resale price** of tickets listed for each event, helping **assess pricing trends** and **user behavior** in the marketplace.

Guard rail
 Number of successful resales shouldn't go down.

Pitfalls and Mitigation

1. Pitfall: Uncertain Pricing and Market Fluctuations

Rapid price fluctuations can create confusion and lead to **user frustration**, especially if they feel they paid too much compared to resold prices.

Mitigation:

Implementing **clear pricing guidelines** and **transparent communication** regarding price caps and market trends, ensuring users understand how prices are determined and **encouraging fair trading**.

2. Pitfall: User Frustration with Transaction Complexity

A **complicated resale process** can lead to **user dissatisfaction and lower engagement**, making users reluctant to list or buy tickets.

Mitigation:

Streamlining the **listing and purchasing processes** with **user-friendly interfaces**, clear instructions, and instant payment options to enhance the overall user experience.

Launch Strategy

• Marketing Campaign

Launch a campaign **emphasizing user-friendliness**, focusing on meeting user needs and **addressing the gap** from event announcement to ticket availability. Highlight how the marketplace provides a **fair chance for fans to purchase tickets** when plans change, promoting transparency and community.

• **User Education:** Create tutorials and host Q&A sessions to help users navigate the marketplace.

• **Feedback Loop:** Gather user input post-launch to iterate and improve the platform continuously.

• **Post-Launch Support:** Provide strong customer support and build a community for user interaction and loyalty.