

## BirdRes partners with PVR Cinemas for booking movie tickets

**New Delhi, April 29, 2011:** BirdRes, the state-of-the-art B2B distribution channel from Bird Group recently partnered with PVR Cinemas for booking movie ticket(s) to offer value add-ons to its customers. The cinema tool allows BirdRes customers to select show timings, seats and other preferences for a hassle free movie watching experience. Customers can book their ticket(s) through an agent credit limit or an agent credit card on [www.birdres.com](http://www.birdres.com). Tickets can then be collected at the PVR outlets by showing the transaction SMS or e-mail confirmation along with a photo identity card. This is the first B2B partnership for PVR, enabling the customer to pay through the credit shell via BirdRes, without providing any credit card details.

Commenting on the partnership, **Ankur Bhatia, Executive Director, Bird Group said, “We are delighted that PVR Cinemas have chosen BirdRes as their preferred B2B partner to offer their services.** This collaboration with BirdRes will help customers to book their movie ticket(s) through the easy credit shell facility. Partnerships such as these are an important step for constantly innovating and developing new unique solutions catering to the demand from our customers and partners. This further augments the group’s strength and position as a pioneer in providing a wide array of services and solutions to its partners.”

Also, speaking on the partnership, **Mr.Sanjiv Kumar Bijli, Joint Managing Director, PVR Ltd. said,** “With our partnership with BirdRes we have extended our services on B2B platform as well. The initiative will help in our strategic intent of enhancing our accessibility by providing PVR patrons another alternate means to book tickets. We at PVR are constantly driven to provide unmatched services to our customers in the entertainment industry. We are hopeful that this partnership will help in building a foundation of a mutually rewarding relationship for both the brands.”

### About Bird Group

The Bird Group was founded in 1971 with the incorporation of Bird Travels. Today, with over 40 years of experience and more than 40 offices supported by over 5500 well trained staff and an impressive clientele of over 500 top corporates, Bird Group can claim to be one of the largest and most diversified entities within the industry in the Indian subcontinent. With businesses as diverse as pioneering back-office processing to being the representative for many of the world’s leading airlines; from managing the backbone of the technological framework for airline IT and distribution to managing crucial relationships of international service providers, Bird Group has ensured that a comprehensive portfolio of service offering has been created to add value to an extensive client base and add new potential customers. And in recent months, Bird Group has taken bold steps to increasing the value offering while broadening business horizons with new ventures. Today Bird Group’s core business includes Travel Technology, Hospitality, Aviation Services, Retail and Education.

For more details please visit: [www.bird.in](http://www.bird.in)

### About PVR Cinemas

PVR is one of the largest and most premium film Entertainment Company and multiplex chain in India. The company pioneered the multiplex revolution in India by establishing the first multiplex cinema in 1997. Currently, PVR operates a cinema circuit consisting of 142 screens spread over 18 key cities in India. PVR’s service offerings include low-cost multi-screen cinemas that offer superior ambience and high hygiene standards for consumers in Tier II cities; branded as ‘PVR Talkies’ at one end of spectrum. On the other hand, the company has launched the premium brand of multiplexes called "PVR Premiere" which includes Gold Class Cinemas that caters to the esteemed urban consumers with facilities like 180-degree leather upholstered reclining seats, personalized menu, lounge areas, and many such services. For further information, visit PVR Limited website,

For more details please visit: [www.pvrcinemas.com](http://www.pvrcinemas.com)

**For media queries, please contact:**

**Bird Group - Corporate Communications**

Ritu

**Tel:** +91 11 30613300

**Fax:** +91 124 4610667

**e-mail:** [rib@bird.in](mailto:rib@bird.in)

Deepa Menon

PVR Ltd.- Corporate Communications

**Tel:** +0124 4708100

**e-mail:** [deepa.menon@pvrcinemas.com](mailto:deepa.menon@pvrcinemas.com)

**Six Degrees Public Relation**

Neha Vij/Stuti Singh/Avian Media/Silky Chopra

**Mobile:** +91 91 9810408014/+91 9717269625/+91 9811320201/+91 9650303863

**Email:** [nehav@sixdegreespr.co.in](mailto:nehav@sixdegreespr.co.in) / [stutis@sixdegreespr.co.in](mailto:stutis@sixdegreespr.co.in) / [nehabajaj@avian-media.com](mailto:nehabajaj@avian-media.com) / [silky@avian-media.com](mailto:silky@avian-media.com)