

Odoo Enters Events Market as Official Partial Ticketing Partner

Odoo teams up with BigTree Entertainment and Zomato Media to bring exciting events to Indian audiences ahead of its Pan India launch.



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Ernakulam, Kerala Nov 19, 2024 ([Issuewire.com](https://www.issuewire.com)) - Kerala, India – 18/Nov/2024: Odoo Technologies Pvt Ltd, a Dubai-based multi-vendor platform, is creating waves once again in the Indian market with a groundbreaking announcement. After being named an **official ticketing partner for the IPL 2024**, Odoo is now entering the dynamic events market. The company has partnered with **BigTree Entertainment Private Limited** (BookMyShow) and **Zomato Media Private Limited**, becoming an **official partial ticketing partner** for major events.

With this move, Odoo will allow fans to book tickets for highly-anticipated events like **Diljit Dosanjh's Dil-Luminati Tour**, **Coldplay's Music of the Spheres Tour**, and more directly through its platform. This strategic initiative comes ahead of Odoo's highly anticipated Pan India launch scheduled for **late 2025**, aiming to expand its reach and establish a loyal customer base.

Creating Impact Before the Big Launch

Unlike conventional startups that invest heavily in advertising, Odroo is carving a unique path by becoming part of India's vibrant events industry. By tapping into the massive fan base for global and national events, Odroo is positioning itself as a major player in the e-commerce and ticketing space.

In 2023, Odroo was recognized as one of **SiliconIndia Magazine's Top 10 Promising Delivery Service Providers in India**, thanks to its exceptional performance in Tier 2 cities. This accolade underscores the company's potential to disrupt the Indian market when it launches nationwide.

Revolutionizing Indian E-commerce

Odroo's entry into the events market is a bold step toward building its brand while catering to the Indian consumer's love for music and entertainment. This approach reflects the company's commitment to connecting with its audience in innovative and meaningful ways.

"We are thrilled to bring fans closer to their favorite artists and events through our platform. This partnership is not just about ticketing; it's about redefining the way Indian consumers engage with e-commerce and entertainment," said Mir Quasim Shaik, CEO.

For music fans and event enthusiasts, this is an opportunity to book tickets seamlessly and experience world-class performances. Odroo's ticket sales for these events will go live soon, ensuring no one misses out.

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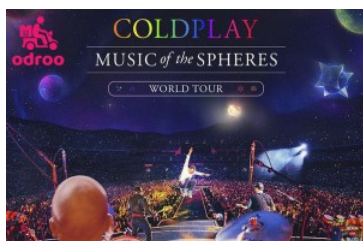
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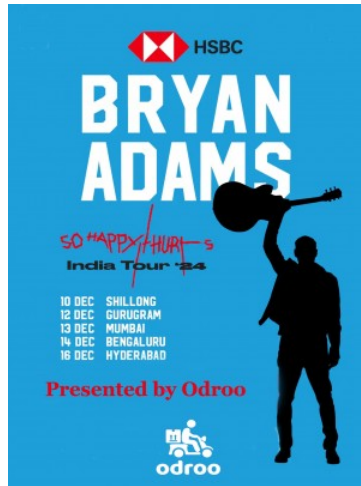
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