

Headline

GAP Miners Announces the launch of its movie ticketing portal NoMoreQueue.com in 4 cities in India

Launches NoMoreQueue.com in 4 cities in India, online movie ticketing site that sells movie tickets

Excerpt

GAP Miners, a startup company based in Hyderabad, announces the launch of NoMoreQueue.com, a movie ticketing portal and the second of its offerings, across 4 cities in India. NoMoreQueue.com is an online ticketing solutions site that sells movie tickets in theatres in 4 major Indian cities. The site aspires to shift the focus back to the pleasure of movie watching and to make movies an enjoyable experience to movie goers through the power of information technology. Viewers need to log on to NoMoreQueue.com, select movie, select theatre, select seats, pay online and go watch the movie in comfort for a small service fee. The site also benefits theatre owners by providing them new avenues to sell tickets and to reach their target segment.

Content

Within six months of incorporation, GAP Miners, a startup company based in Hyderabad, has launched its second offering, NoMoreQueue.com/Movies. NoMoreQueue.com is a ticketing solutions site, one part of which deals with movie tickets. It has been launched across 4 major Indian cities – Mumbai, Delhi, Kolkata, Chennai, Hyderabad, Pune and Bangalore – and covers over 300 theatres. Movie watchers who desire to buy movie tickets can log on to NoMoreQueue.com, check city, movie theatre and drill down the search to the seats as well. They get this comfort for a small service fee.

Though it competes with other online marketing sites that fulfil a similar need, NoMoreQueue.com differentiates itself through superior technology, product flexibility and marketing strength. The NoMoreQueue.com management team is quite clear that the comfort of movie viewers is paramount. The site has been built to make it an easy, pleasant and convenient experience for them. A full fledged product development team and a product management team at Hyderabad apart, NoMoreQueue.com has already established channel partners in all 4 cities.

‘In this time and age standing in queues for movie tickets is a criminal waste of time and effort,’ avers Rama Raju, the CEO of GAP Miners Ltd. ‘Why not use technology to sell tickets anytime, anywhere without all the hassles of buying tickets physically.’ ‘It’s high time that we respect people and their time and effort,’ says TV Gautham, CMO of GAP Miners. ‘The entertainment industry could benefit tremendously if this gap was fulfilled by an efficient and reliable service.’

Promoted by three successful engineering and management professionals - Rama Raju, Gautham and Raghavendra Prasad - NoMoreQueue.com aims to be the best online movie ticketing website in India. Rama Raju, the CEO says, ‘We are very happy with the features we have incorporated to make the experience really simple and easy. The market will surely appreciate it.’

Raghavendra Prasad, Director, GAP Miners and an avid film buff avers - 'Online business is the future and more and more business are waking up to this reality. In a couple of years the usage of internet for online transactions will increase heavily and online ticketing patterns will move northwards. One cannot ignore this factor anymore.'

NoMoreQueue.com is targetting to sign up 400 theatres by end of 2009. The initial response to the concept and the site has been encouraging with a steady increase in traffic and a positive response from channel partners as well as theatres.

For movie goers life has just become a lot better with NoMoreQueue.com at their fingertips.

About GAP Miners

GAP Miners is a startup company that aspires to use technology to fulfil gaps in the online market and make a big difference to the world. Promoted by three successful engineering graduates with management degrees and experience, GAP Miners has identified three offerings in the online space – UPto75.com and NoMoreQueue.com - an online retail marketing site and ticketing portals for movies and buses. The top management has strengths in technology, marketing and online space and uses these strengths to complement one another. To know more about GAP Miners, please visit www.gapminers.com www.upto75.com and www.nomorequeue.com

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