



BAI joins hands with Ticmint as Official Ticketing Partner for Yonex-Sunrise India Open 2025

Ticket prices start at INR 200; early bird bookings to see upto 50% discount for fans

New Delhi, December 24, 2024: The Badminton Association of India (BAI) has onboarded Ticmint as the official Ticketing Partner for the premier badminton tournament, Yonex-Sunrise India Open 2025, scheduled from January 14-19. The tickets will be sold exclusively online on Ticmint's website, offering badminton enthusiasts a user-friendly platform to access one of the sport's most prestigious events. This technology-driven platform will allow fans to seamlessly book tickets and enjoy the marquee tournament.

Ticmint, an enterprise ticketing platform, simplifies ticket booking with its hyper-personalized solutions, making it the perfect choice for large-scale events like the Yonex-Sunrise India Open 2025. Renowned for its AI-driven automation, tech-enabled security, and fan-engagement tools, Ticmint enhances audience interaction while driving efficient ticket sales. Through its partnership with BAI, Ticmint will ensure a smooth and reliable ticketing experience, offering dedicated seating across 13 sections, allowing fans to enjoy the tournament with ease and comfort.

Organised by BAI under the auspices of the Badminton World Federation (BWF), the Yonex-Sunrise India Open 2025 will take place at the KD Jadhav Indoor Hall, New Delhi, featuring some of the world's best shuttlers, including **PV Sindhu, Viktor Axelsen, Satwik-Chirag, and more.**

Commenting on the partnership, Sanjay Mishra, General Secretary, BAI said, "The Yonex Sunrise India Open 2025 has always been committed to bringing badminton closer to its fans, and our partnership with Ticmint will make this experience even more seamless. By introducing an online ticketing system, we are not only prioritising convenience and accessibility for every badminton enthusiast but also ensuring a smoother experience with reduced on-ground congestion. This move will allow us to give priority to fans who truly want to watch the sport live, offering them a hassle-free way to secure their seats. We're confident that this step will take Indian badminton and the tournament to new heights, offering an elevated, next-level experience for our passionate fans and setting the stage for even greater growth in the coming time."

Tickets are priced with the lowest denomination of INR 200 and INR 1500 for exclusive Super 750: Prime Seats. Additionally, Ticmint's platform will boost convenience by offering various payment methods, immediate booking confirmations, and early-bird discounts of up to 50 per cent every day for fans, enhancing their experience.



Omar Sarriddine, Co-founder of Ticmint, said, “Ticmint is proud to partner with the Badminton Association of India for the Yonex Sunrise India Open 2025. We leverage cutting-edge technology to deliver a hassle-free ticketing experience for fans, featuring secure transactions and instant confirmations. At Ticmint, our team is committed to enhancing how fans access and enjoy the sport they love. This partnership enables us to bring our user-centric approach to one of the most iconic badminton events, ensuring a seamless and transparent booking experience for all.”

Ticmint users will also receive real-time updates about the tournament schedule, venue information, and exclusive event offers, enriching their overall experience. Furthermore, the platform will remove the hassle of long lines at offline counters, enabling attendees to fully immerse themselves in the thrill of watching world-class badminton players compete.

Held annually in India, the Yonex-Sunrise India Open is classified as a Super 750 tournament and is part of the BWF World Tour, offering the participants up to 11,000 points and a collective prize pool of USD 950,000. The 2025 event promises six days of high-energy competition, with the finals scheduled for Sunday, January 19, 2025.

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