

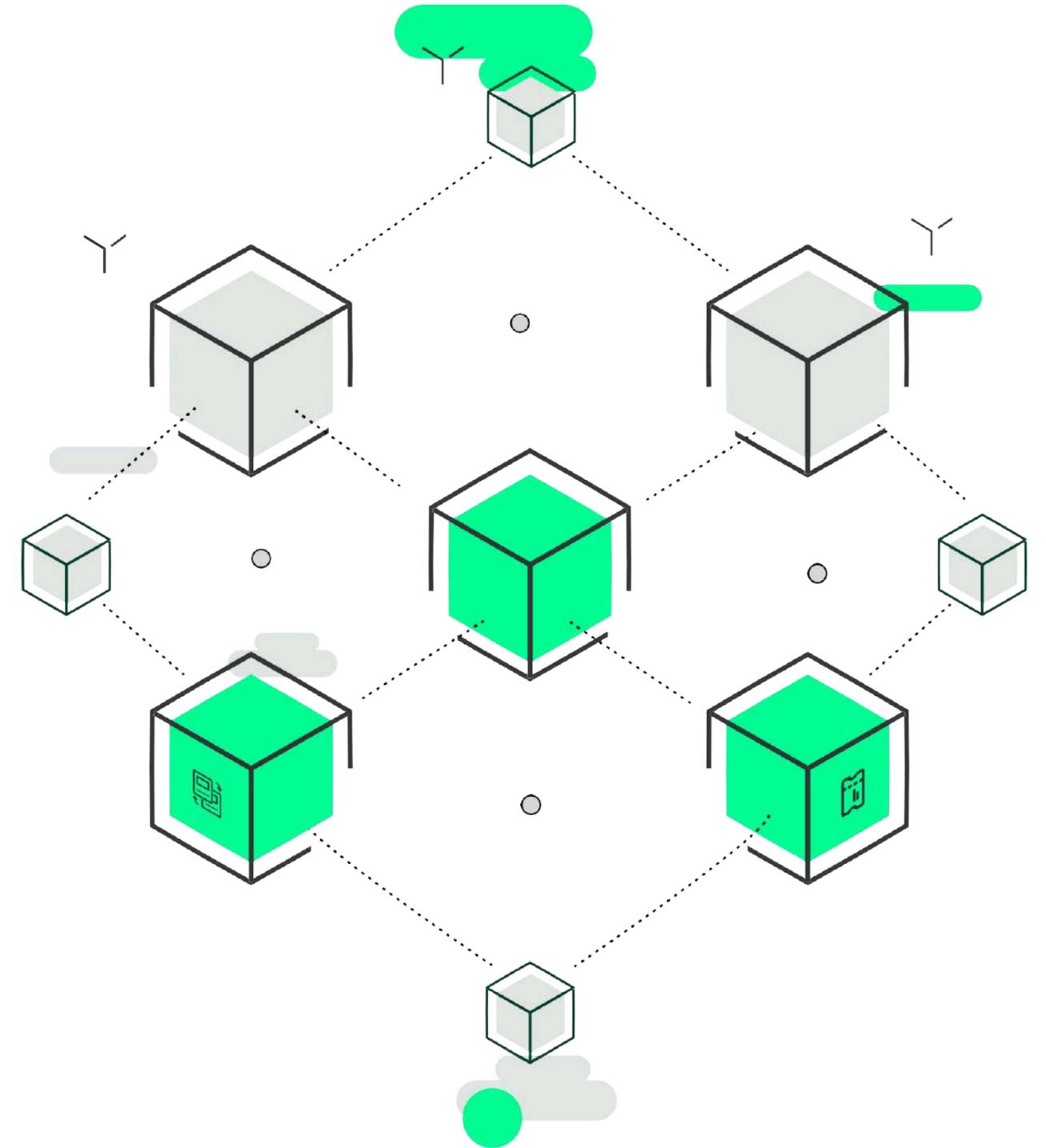
ticmint

Next Generation Ticketing

Company Overview – Who are we?

We are Ticmint, a pioneering force in the ticketing industry.

Our platform offers transparent, secure, and user-friendly ticketing options tailored to event organizers, driving revenue growth and elevating the user experience.



Enterprise Platform

Enterprise Platform

Customizable, white-label ticketing platform, offering tailored features and workflows to manage the entire event ticketing lifecycle, delivering exceptional value at competitive prices.

Key features :

Branding Flexibility

Complete brand customization—your event homepage, theme, payment gateway, WhatsApp integration, and more, all under your brand.

Custom Journeys & Features

Tailor user experiences and features to match your unique use case and requirements.

Access control

Reveal mechanism for secured access to events

Box Office

Sell tickets on-site with integrated Over-the-Counter (OTC), syncing real-time inventory with online sales for a seamless experience.

Additional Revenue Streams

Offer attendees options to purchase merchandise, food and beverages (FnB), and other exclusive add-ons during the ticketing process.

Full Data Ownership & Audience Engagement

Organizers own audience data, building direct relationships and loyalty while ensuring privacy and compliance.

Marketing & Growth

Drive event sales with SEO, ads tracking, social media, affiliates, email, WhatsApp, add-ons, memberships, and expert strategy.

Custom Reports

Powerful business intelligence to transform data into actionable insights.

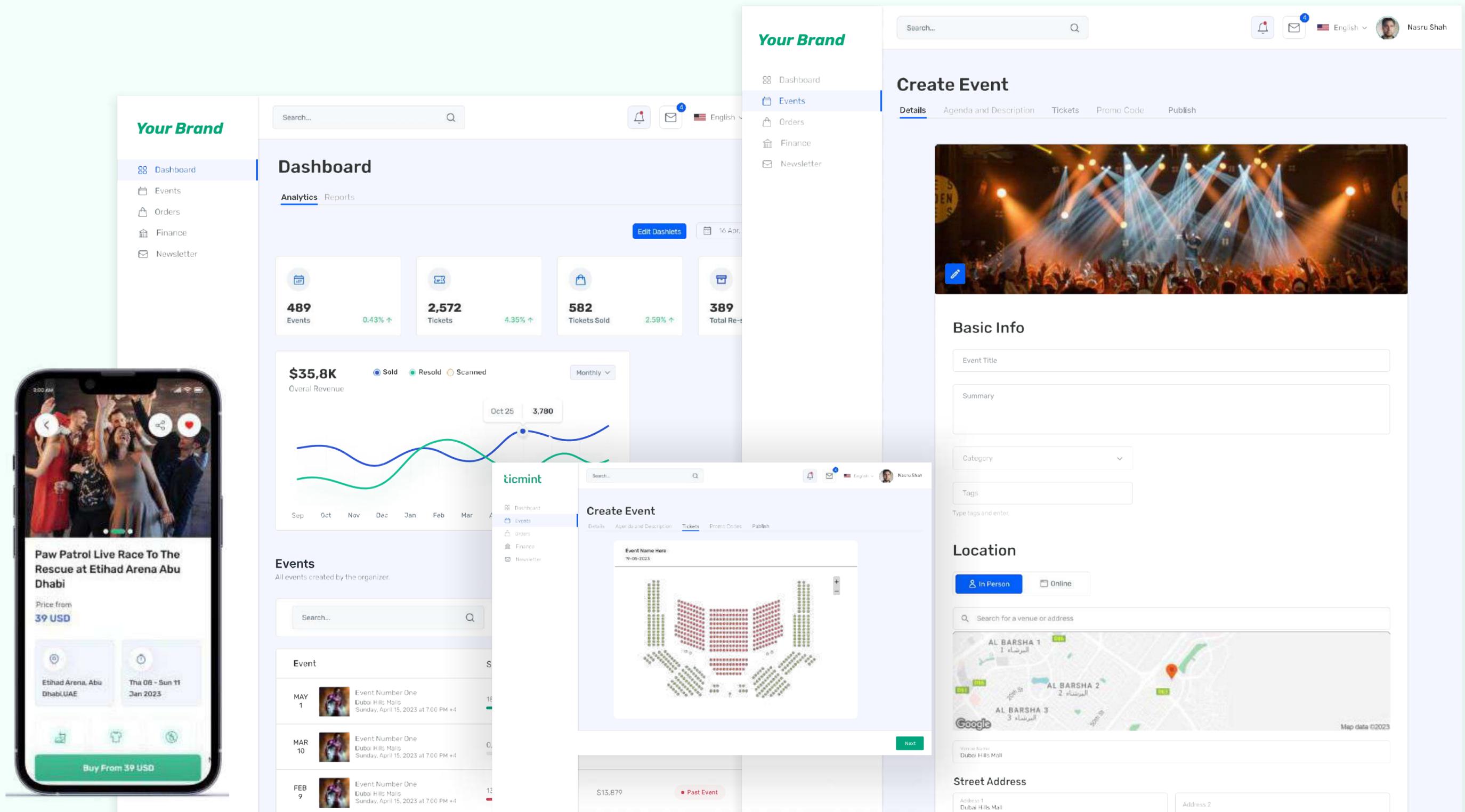
Dynamic Pricing

Maximize revenue with flexible pricing strategies that adjust to demand.

Flexible Ticket Management with Secure Resale

Seamlessly upgrade, transfer, and resell tickets while maintaining control over pricing, revenue share, and preventing fraud and scalping.

Product UI



Igniting Growth

ONE PLATFORM

White-Label. Customise.

AND SELL ANY

Channel. Device.

UNDER YOUR

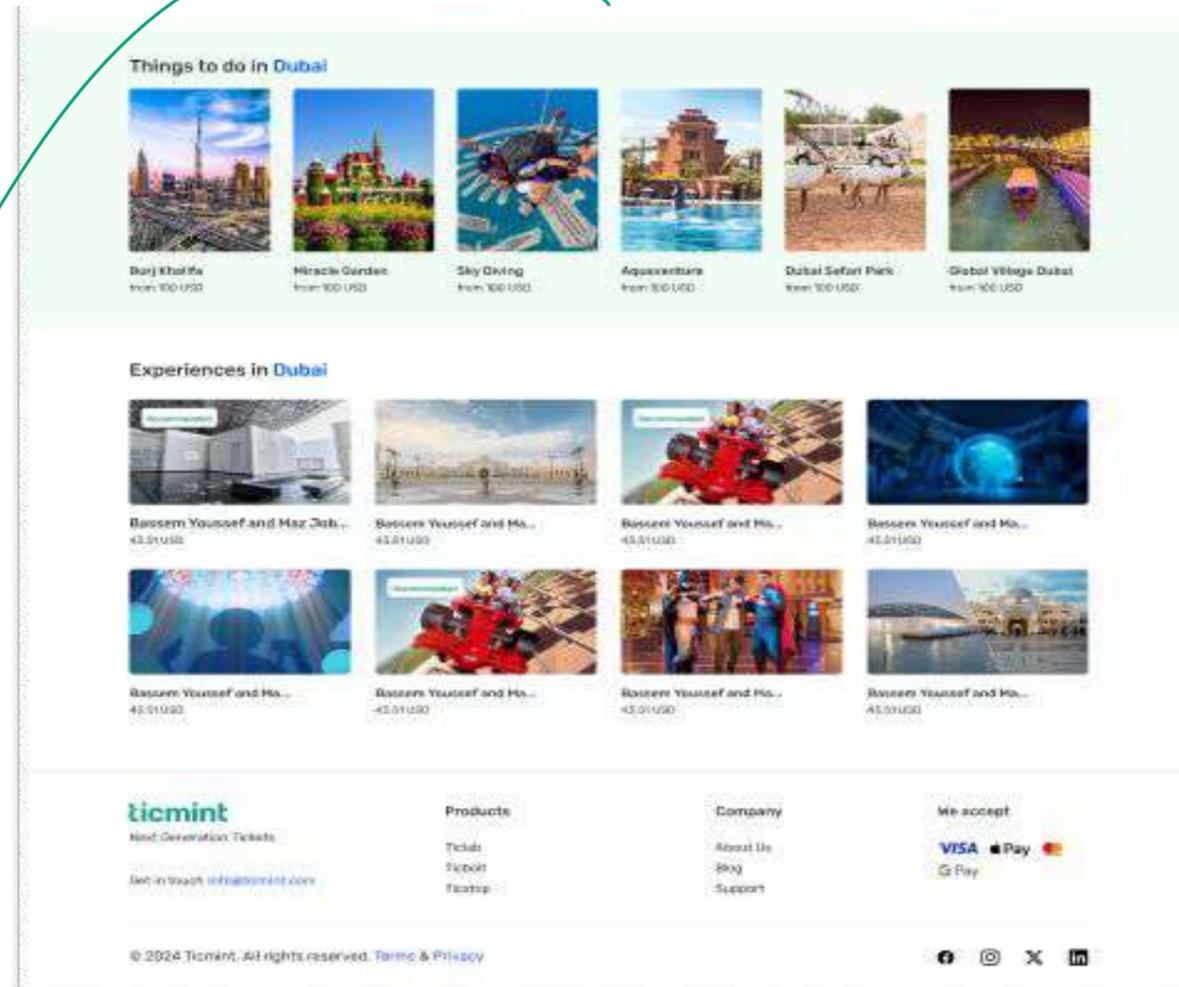
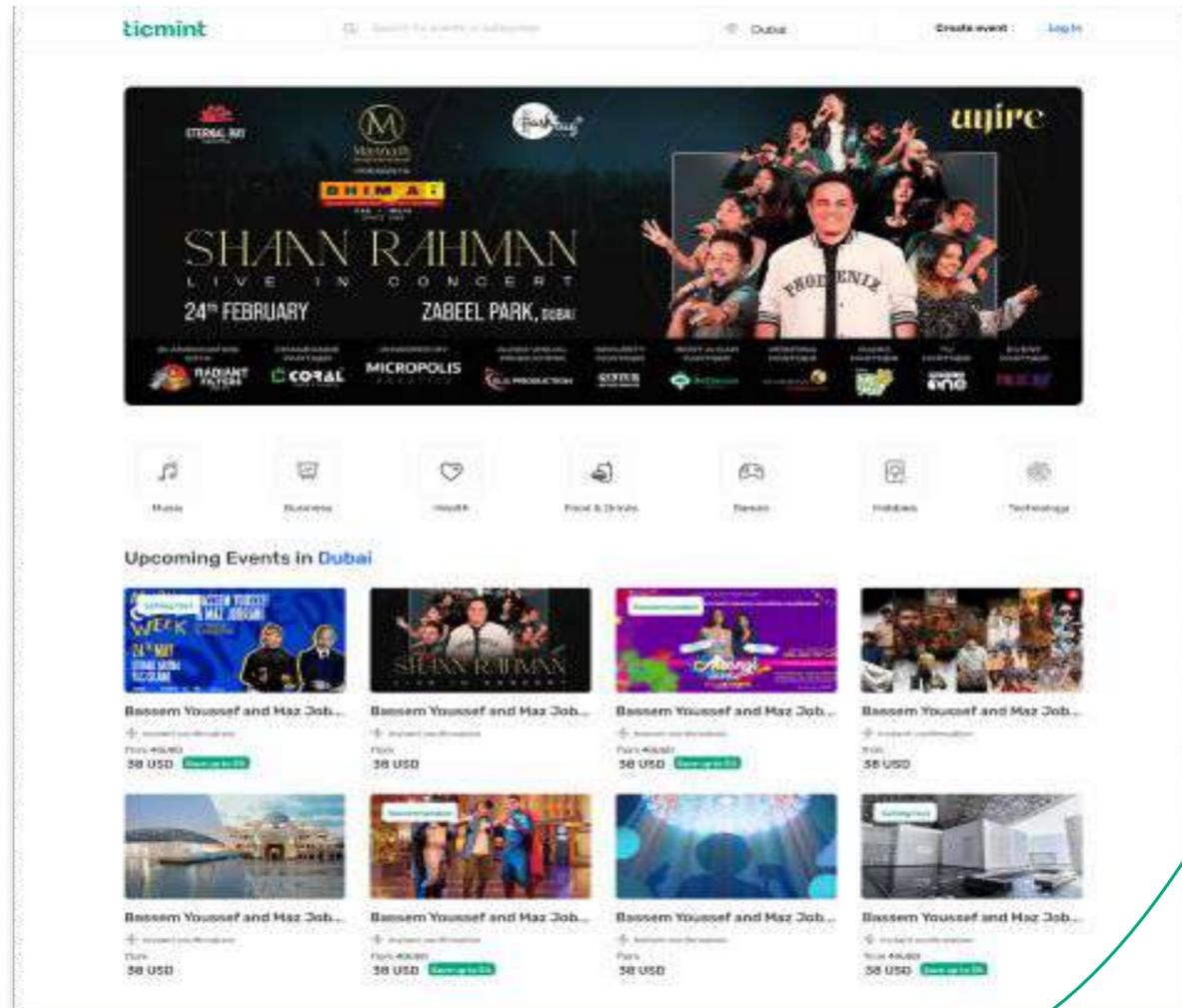
Brand. Terms. Pricing.



Your Branding & Custom Journey

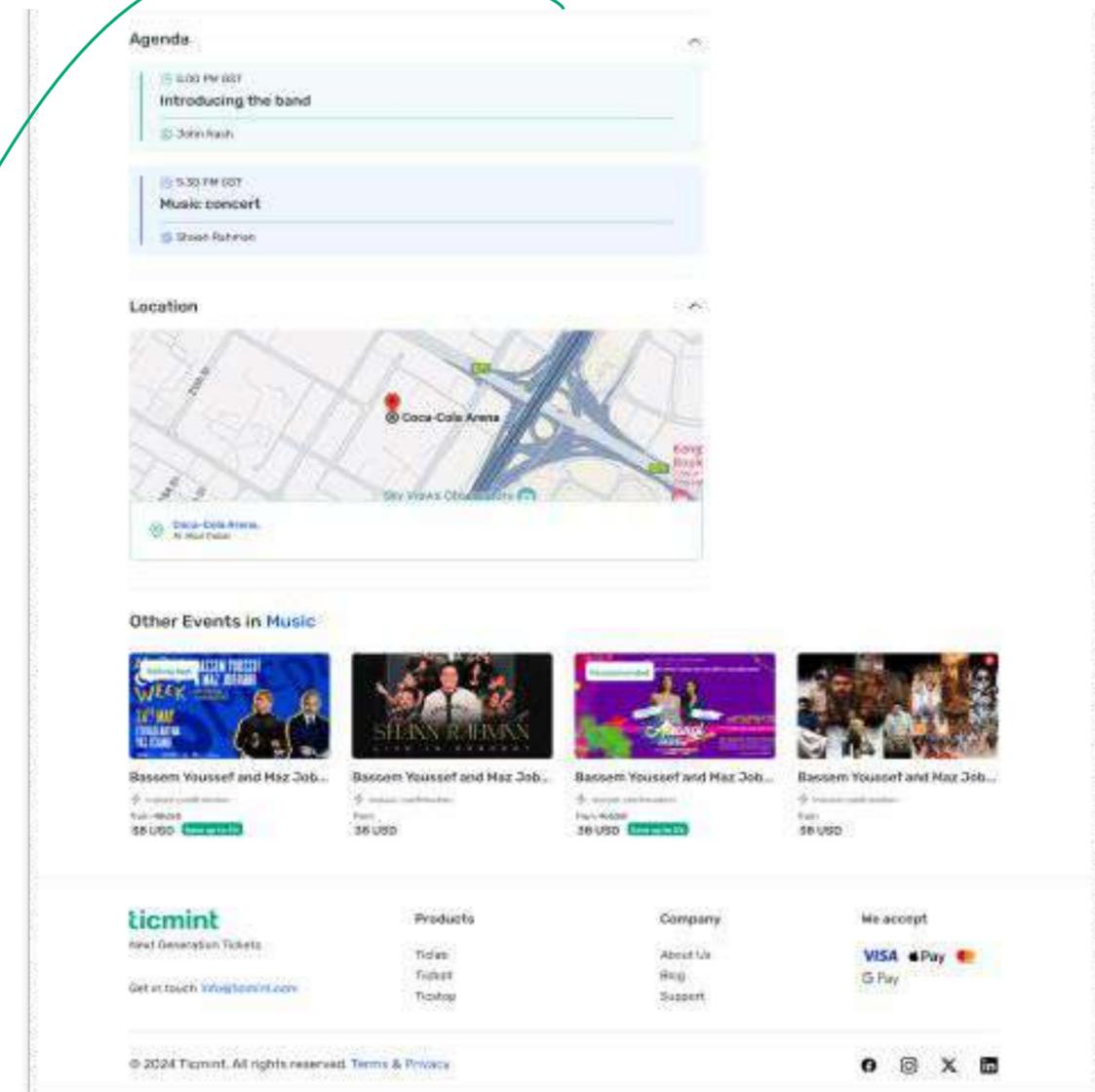
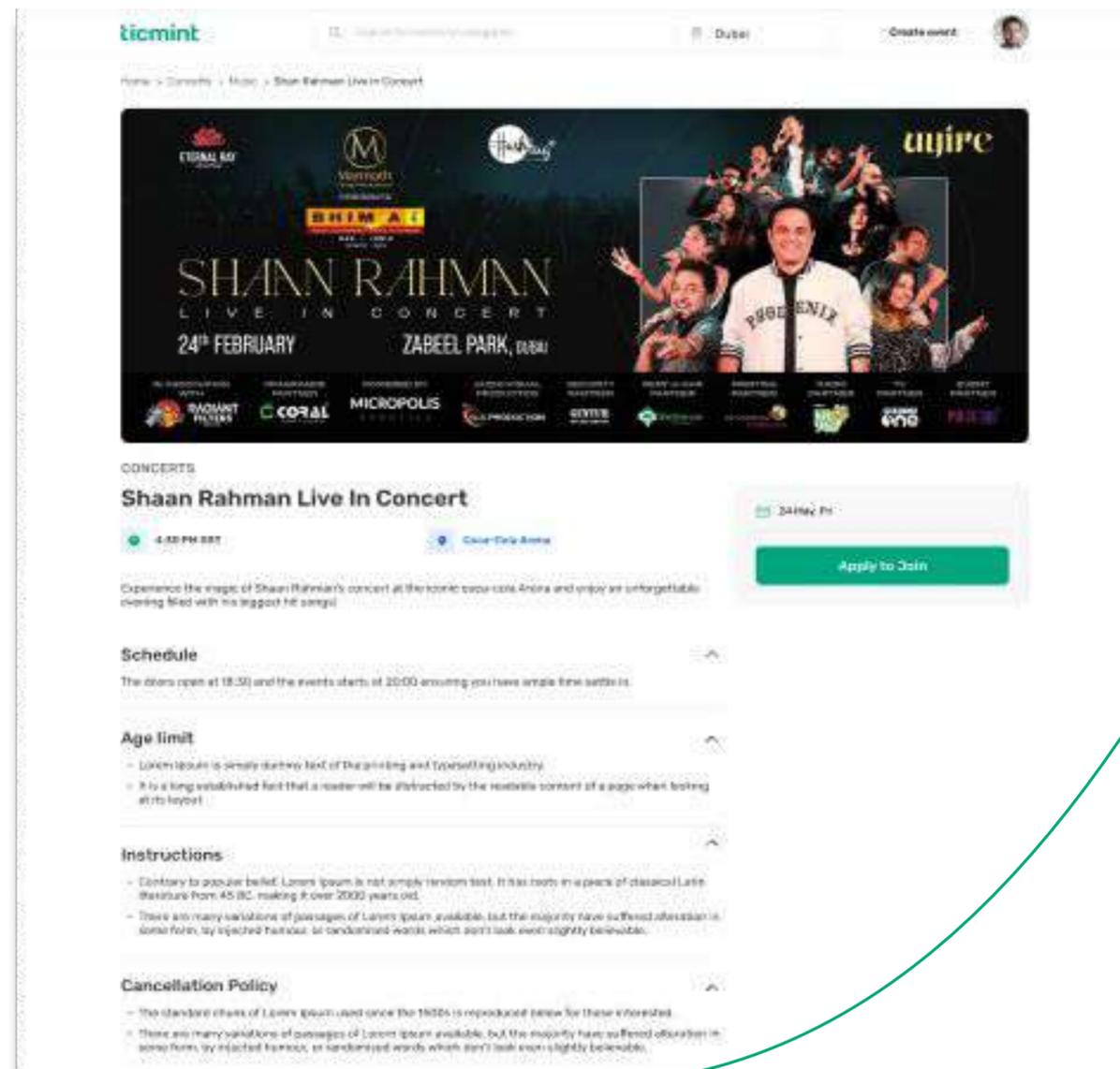
Listing Page

Ticmint's listing page provides a fully customizable interface to showcase events, allowing easy navigation, ticket selection, and seamless booking. Organizers can add and filter by categories, event types, and locations, as well as create sections based on artists or venues. Every aspect, including the header and footer, can be tailored to align with brand identity.



Buy Flow - Event Page

Ticmint's event page builder offers full customization, allowing organizers to tailor everything from header to footer, including themes, colors, fonts, and layouts. This flexibility ensures each event page aligns perfectly with brand identity and delivers a unique attendee experience.



Ticmint Event Page Builder

ticmint Builder

Home > Concerts > Music > Shaan Rahman Live In Concert

SHANN RAHMAN LIVE IN CONCERT

24th FEBRUARY ZABEEL PARK, DUBAI

4:30 PM GST Coca-Cola Arena

Apply to Join

Experience the magic of Shaan Rahman's concert at the iconic coca-cola Arena and enjoy an unforgettable evening filled with his biggest hit songs!

Schedule

The doors open at 18:30 and the events starts at 20:00 ensuring you have ample time settle in.

Age limit

- Lorem ipsum is simply dummy text of the printing and typesetting industry.
- It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.

Instructions

- Contrary to popular belief, Lorem ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old.
- There are many variations of passages of Lorem ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable.

Cancellation Policy

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Agenda

- 5:00 PM GST
Introducing the band
John Nash
- 6:30 PM GST
Music concert
Shaan Rahman

Location

Coca-Cola Arena, Al-Wadi Dubai

Layouts: Select the layout for the ticket landing page

Customize: Customize Colors & Fonts

Body, Hero Section, Button Section, Details Section

Publish Reset

ticmint Builder

Home > Concerts > Music > Shaan Rahman Live In Concert

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Body, Hero Section, Button Section, Details Section

Section Background: Section Background Color (#333637), Section Border Color (#333637)

Button: Button Color (#333637), Button Border Color (#333637), Button Text Font (Rubik), Font Weight (Bold), Button Font Color (#333637)

Info Tag: Tag Background Color (#333637), Tag Border Color (#333637), Tag Text Font (Rubik), Font Weight (Bold), Tag Font Color (#333637)

Publish Reset

Buy Flow - Registration and Ticket Selection Page

Create customizable registration forms to capture essential attendee data, enabling smooth onboarding and personalized experiences. Offer custom ticket types, such as VIP packages, memberships, time-based passes, or access-specific tickets, tailored to unique event needs and audience segments. Additionally, provide options for seated or non-seated events to enhance flexibility and meet diverse organizer requirements

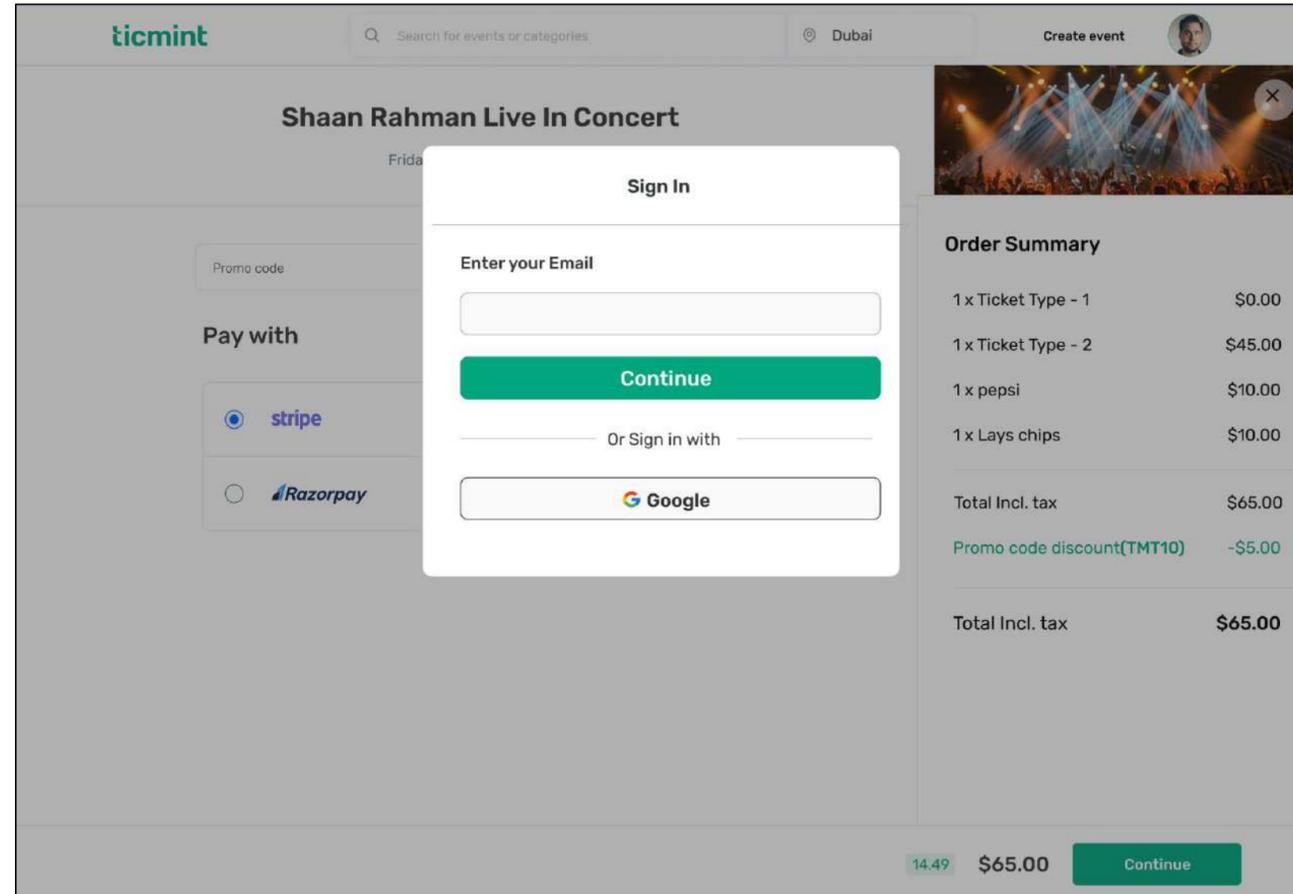
The screenshot shows a registration form for the event "Shaan Rahman Live In Concert". The form includes fields for "First Name*", "Last Name*", "Email" (with the value "nashah25@gmail.com"), "Mobile Number*" (with a "+91" country code selector), and "Nationality*". At the bottom, there is a price indicator "14.49 \$65.00" and a green "Continue" button.

User registration/Data collection form

The screenshot shows the ticket selection page for "Shaan Rahman Live In Concert" on Friday, June 2, 8 PM IST. It features a "Promo code" field with an "APPLY" button. Two ticket types are displayed: "Ticket Type - 2" priced at \$45.00 (discounted from \$60.00) with 1 selected, and "Ticket Type - 1" which is free. An "Order Summary" sidebar on the right lists items: 1x Ticket Type - 1 (\$0.00), 1x Ticket Type - 2 (\$45.00), 1x pepsi (\$10.00), and 1x Lays chips (\$10.00). The total including tax is \$65.00, with a "Promo code discount(TMT10)" of -\$5.00. At the bottom, there is a price indicator "14.49 \$65.00" and a green "Checkout" button.

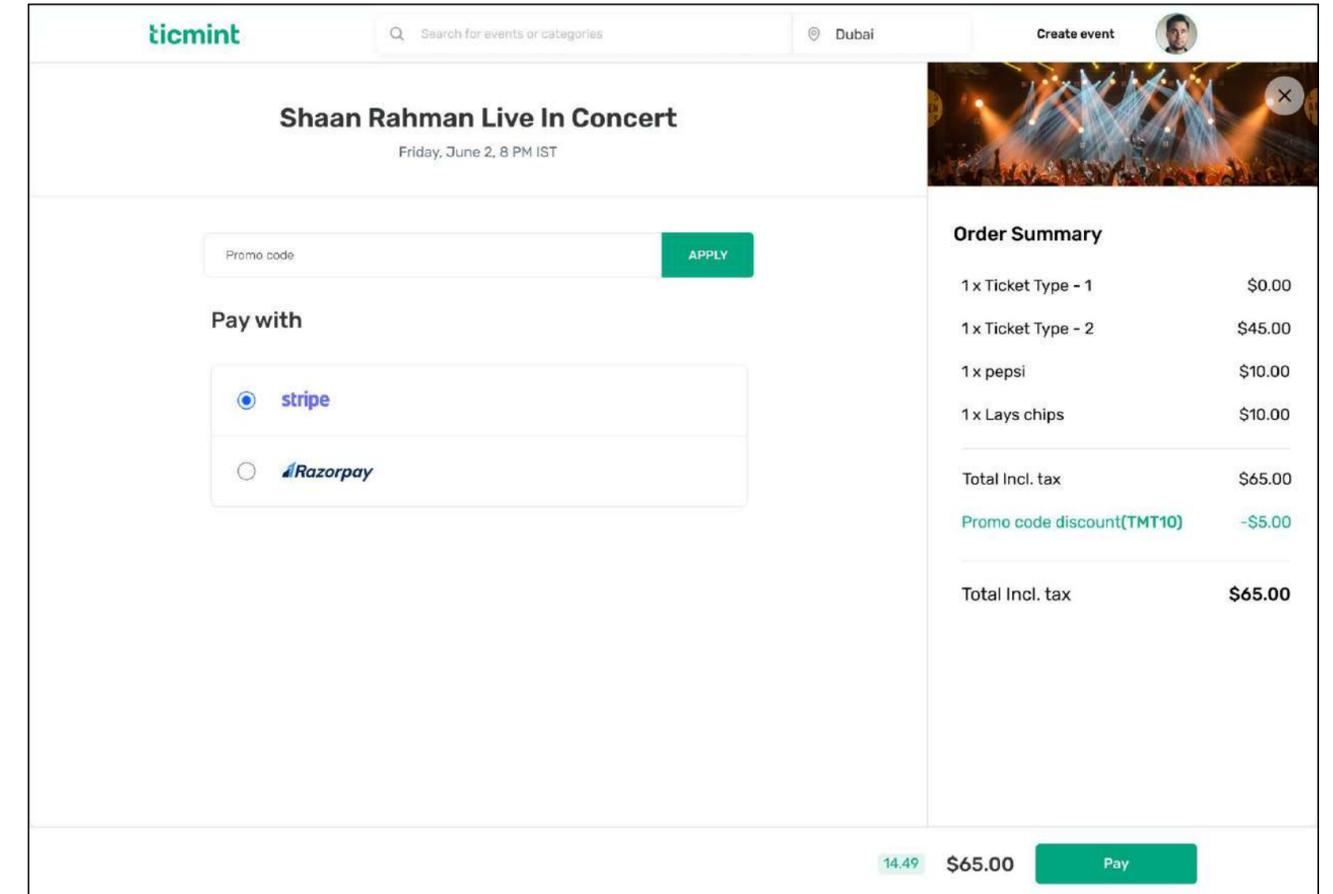
Custom ticket types

Buy Flow - Login & Payment



Log in & Sign up

Ticmint offers multiple sign-in options, including email, social logins, and mobile authentication, with optional SSO integration based on client requirements



Payment Gateway

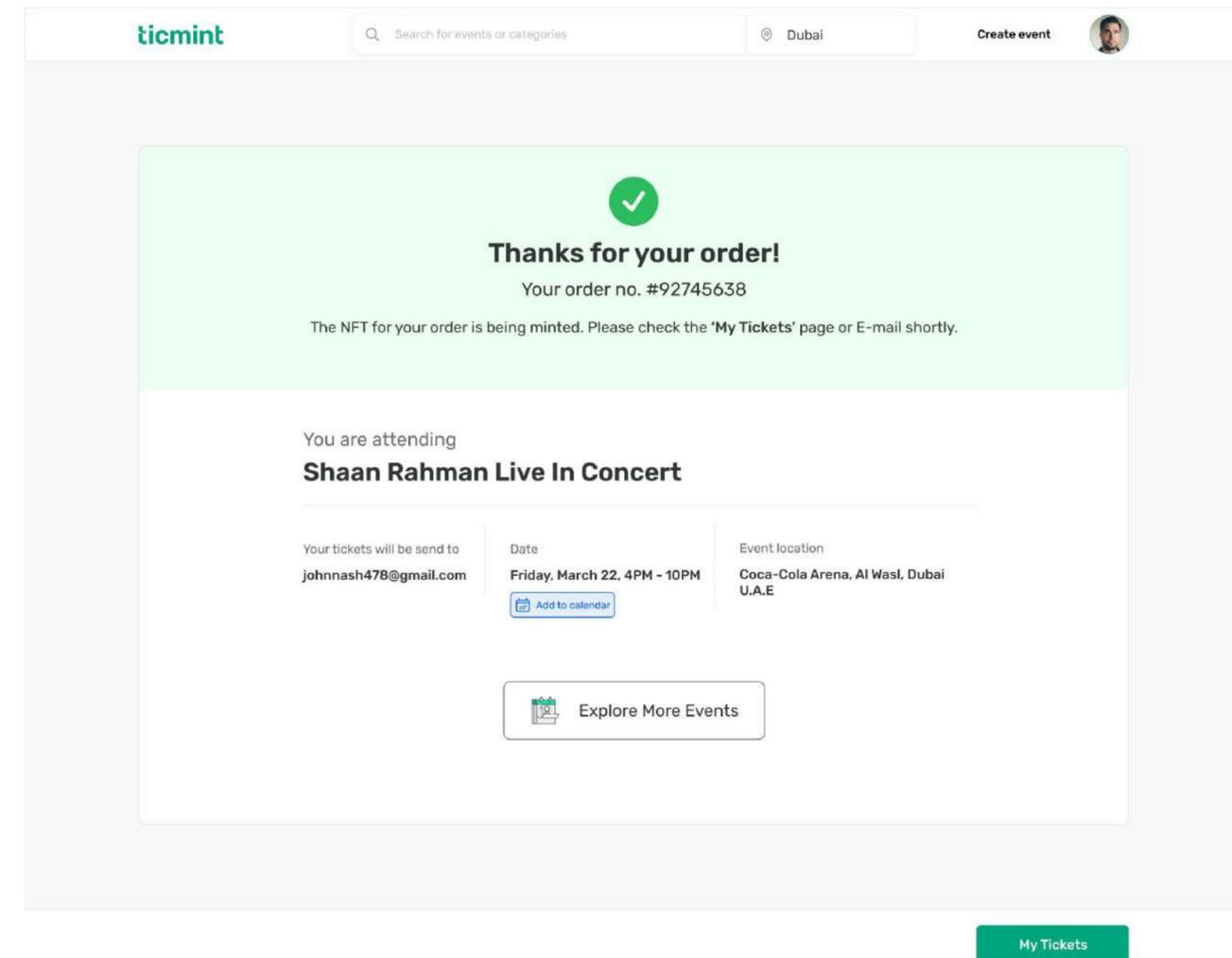
Ticmint supports multiple payment gateways based on geography, with the option to integrate partner-specific gateways upon request

Thank You Page

This is a sample workflow that can be fully customized according to client or partner requirements, including custom features.

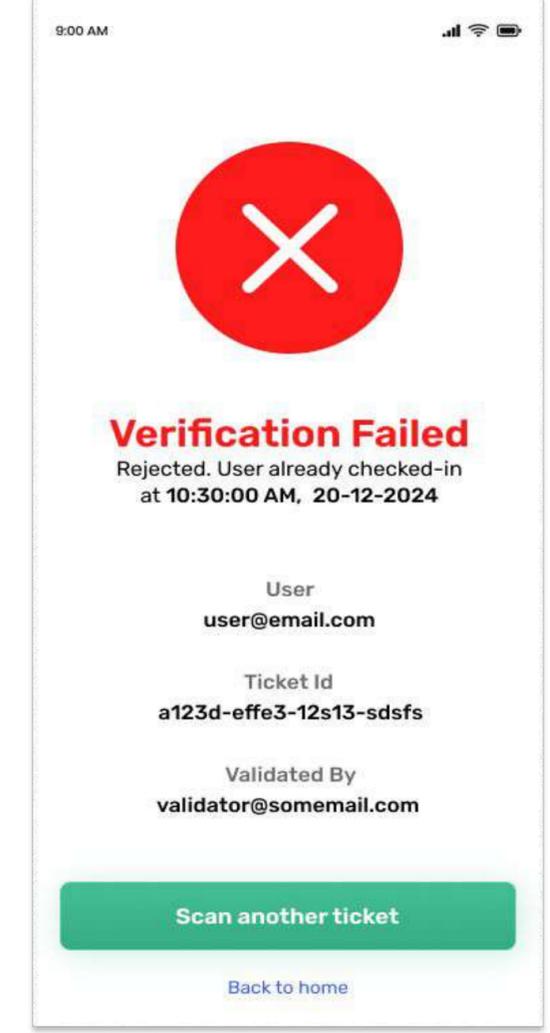
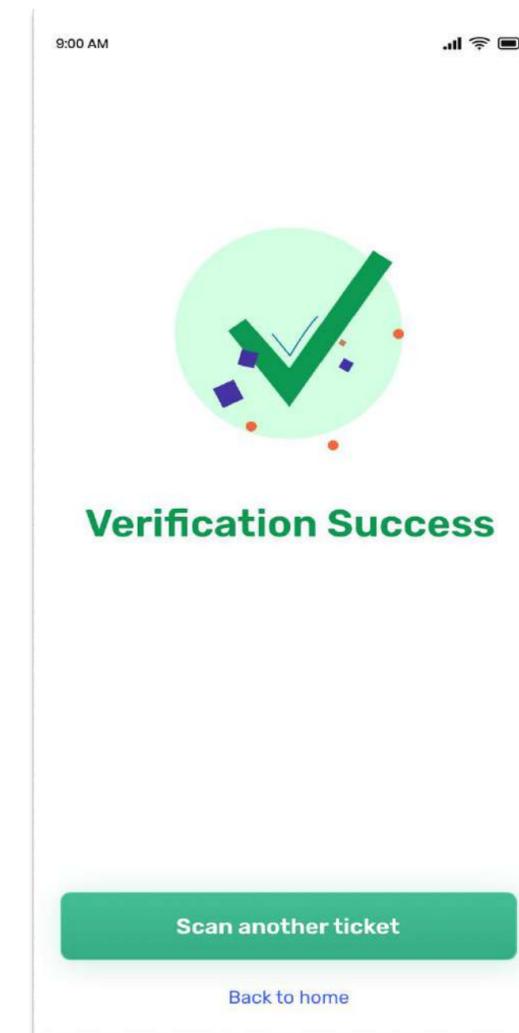
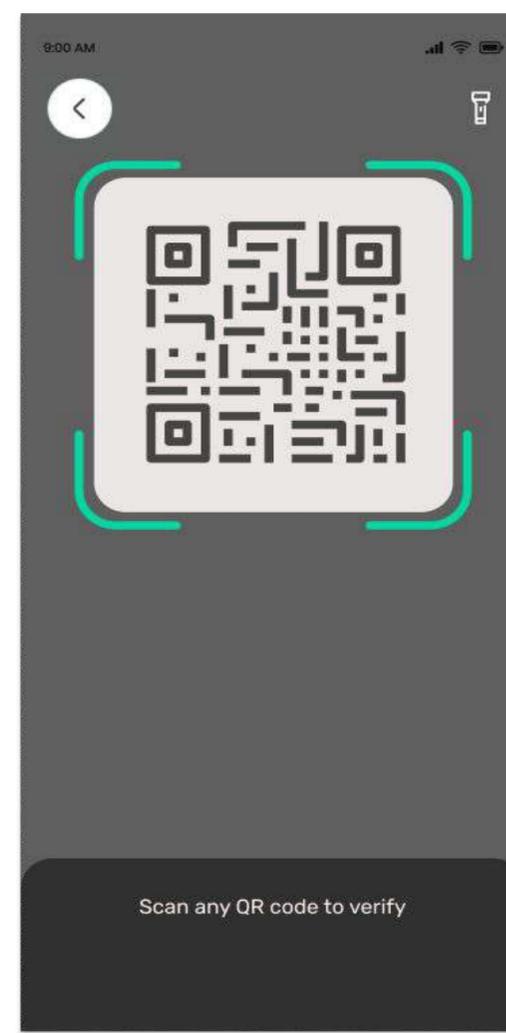
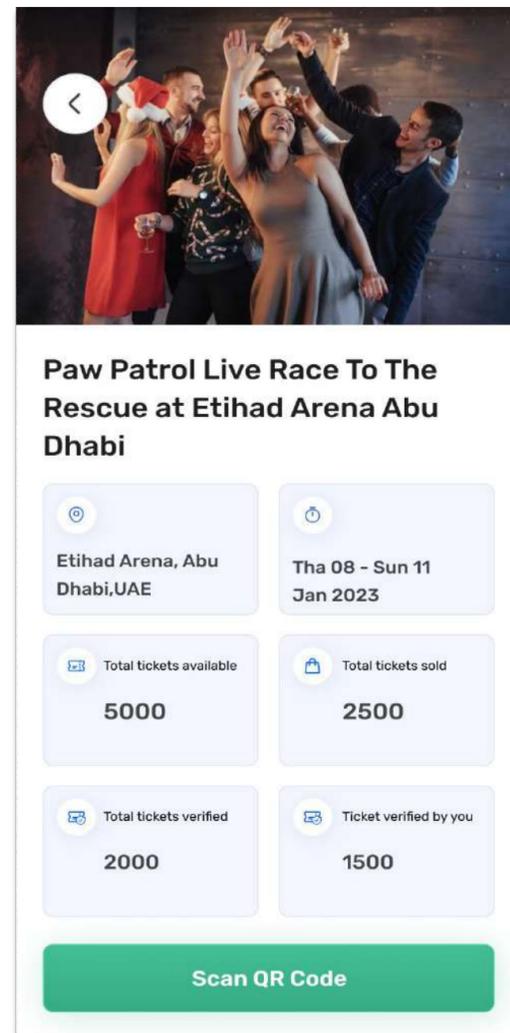
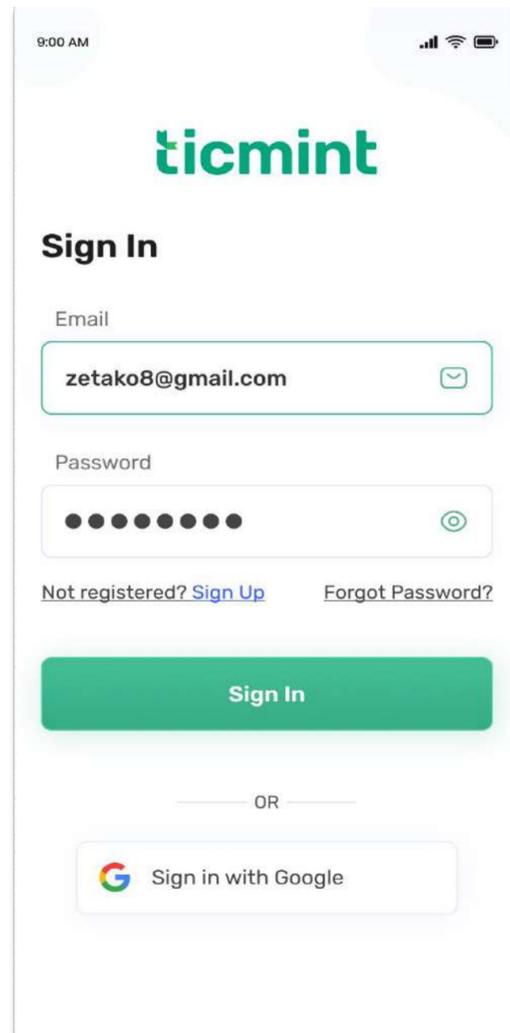
What Happens After Ticket Purchase:

- Users receive confirmation of payment, invoice, and tickets via email and WhatsApp
- Event reminders are sent to ensure attendance
- Users also receive a calendar invite via email to add the event to their calendar
- Organizers can send marketing communications via email and WhatsApp to boost revenue



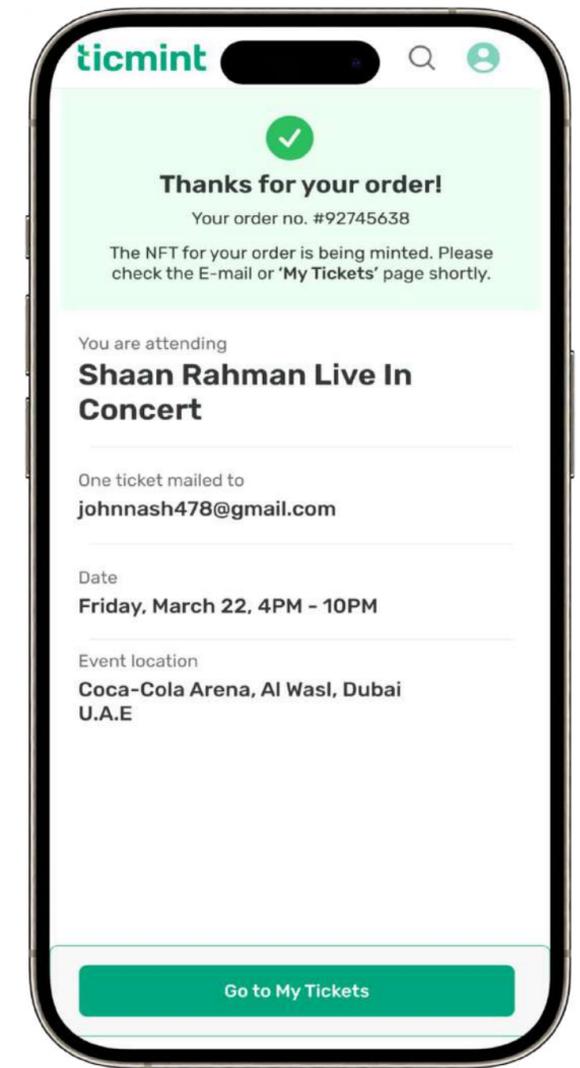
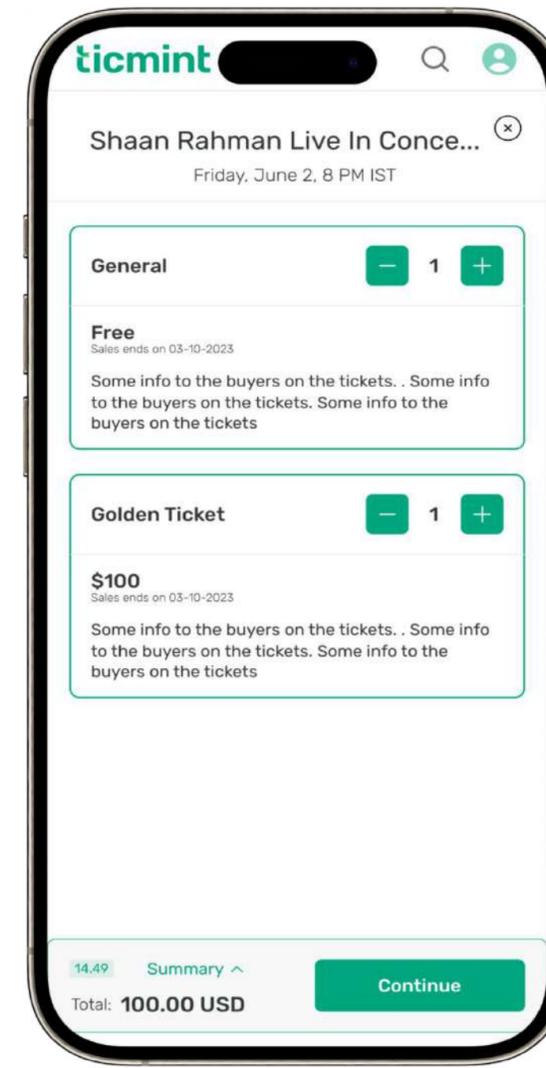
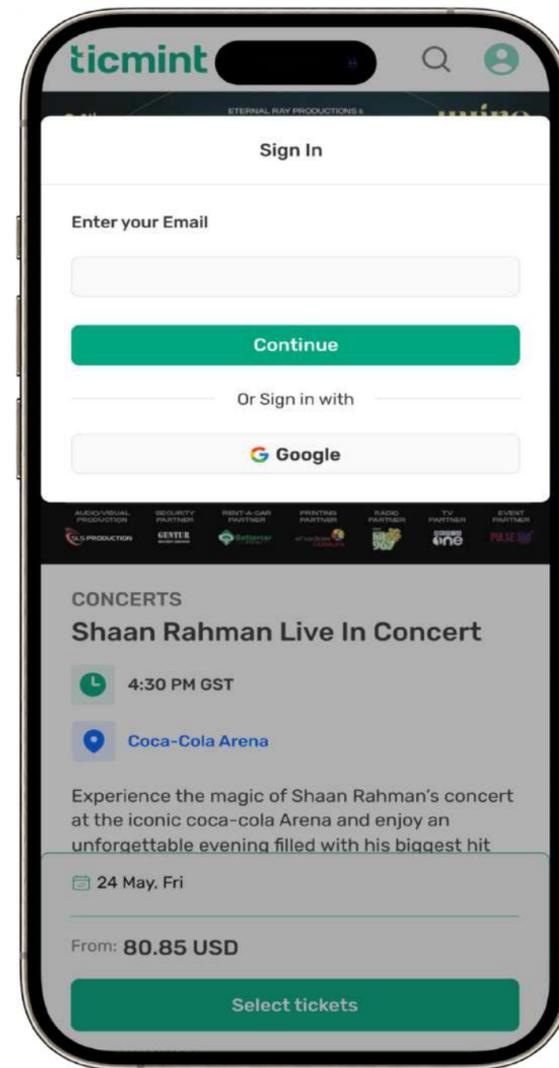
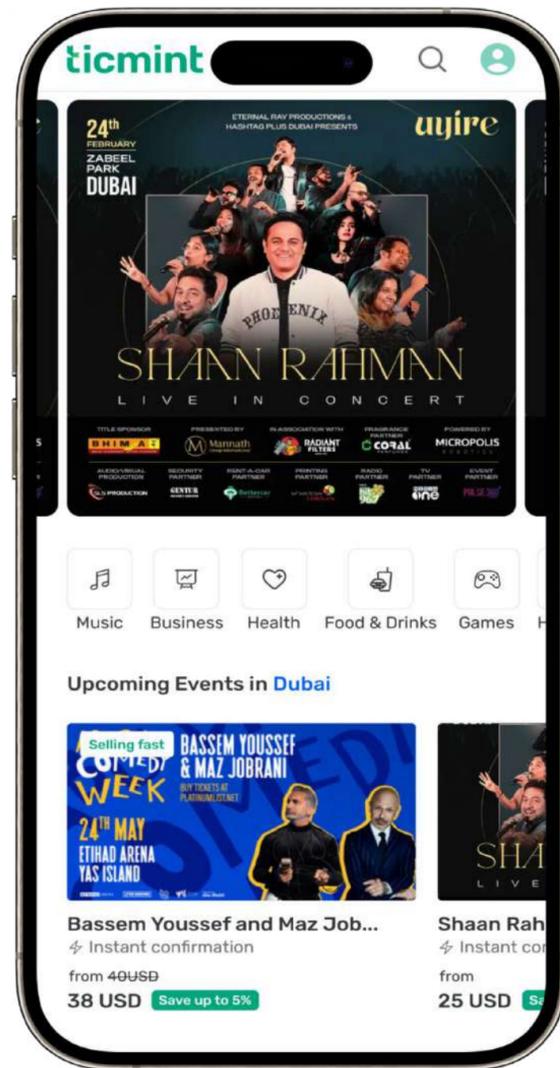
Access Control Mobile App

- Secure, real-time ticket scanning and validation
- Smooth entry management with QR codes
- On-the-go monitoring for seamless operations
- Dynamic QR codes to prevent unauthorized duplication and ensure security



Mobile View

User Journey - Mobile View



Custom Layouts

Urban Outdoor Cinema

Upcoming Events

Get in touch: info@urbanentertainment.co.uk

VISA Play Pay

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Powered by [Hornet](#)

AVENGERS: END GAME + Silent Disco | Urban Outdoor Cinema

Urban Outdoor Cinemas

The Ripe Market - Academy Park, Dubai, United Arab Emirates

December 1, 6:00 pm to December 1, 10:00 pm GST

From AED 85

Get Tickets

Age Limit

Parental guidance suggested

Contact Us

info@urbanentertainment.co.uk

About This Event

Join us for an unforgettable evening at the Urban Outdoor Cinema + Silent Disco nights at Ripe Market in Dubai. Set against the vibrant backdrop of the market, this unique event combines the magic of cinema with the charm of outdoor dining.

Plus we will be running a Silent Disco from 6pm every night before the movie starts at 7pm.

As the sun sets, gather with friends and family under the stars to enjoy a carefully curated selection of classic films and contemporary favourites and sit back and relax while the big screen comes to life. Enhancing the experience, a diverse array of food vendors will be on hand, offering delicious gourmet bites, refreshing beverages, and sweet treats. From local delicacies to international flavors, there's something to satisfy every palate.

Whether you're a film buff, a foodie, love to dance or just looking for a fun night out, Urban Outdoor Cinema + Silent Disco nights at Ripe Market promise a delightful blend of entertainment and culinary indulgence. Don't miss out on this perfect evening of community, culture, and cinema in the heart of Dubai!

Agenda

6PM

Silent Disco

7PM

Movie Start

Hosts

Urban Outdoor Cinemas

Location

The Ripe Market - Academy Park

Adventure Arena

Organised by [Funingo](#)

Hosted by [Event Trailer](#)

Mon, Jun 01 to Tue, Jun 30

9:00 AM to 5:00 PM GST

Festival Bay

Dubai, United Arab Emirates

Map view

Get Tickets

About This Event

For more examples click here:

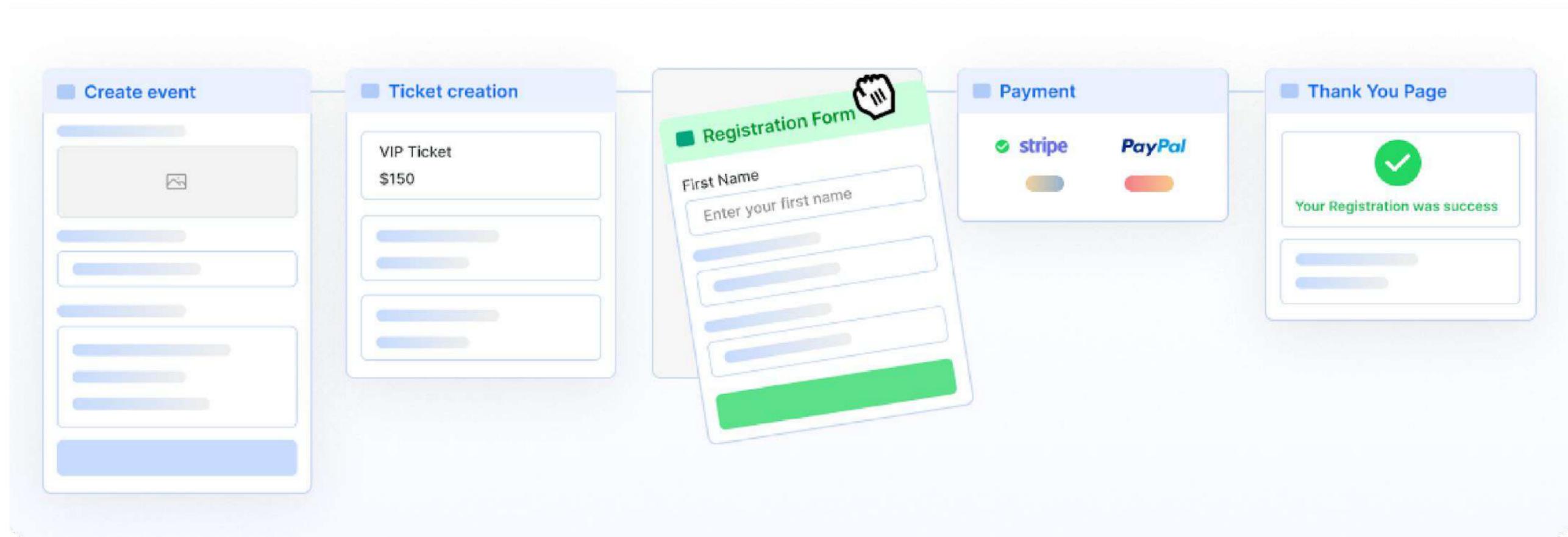
Third Party Integration

Ticmint offers featured third-party integrations for most event related use-cases, with the flexibility to add client-specific integrations upon request.



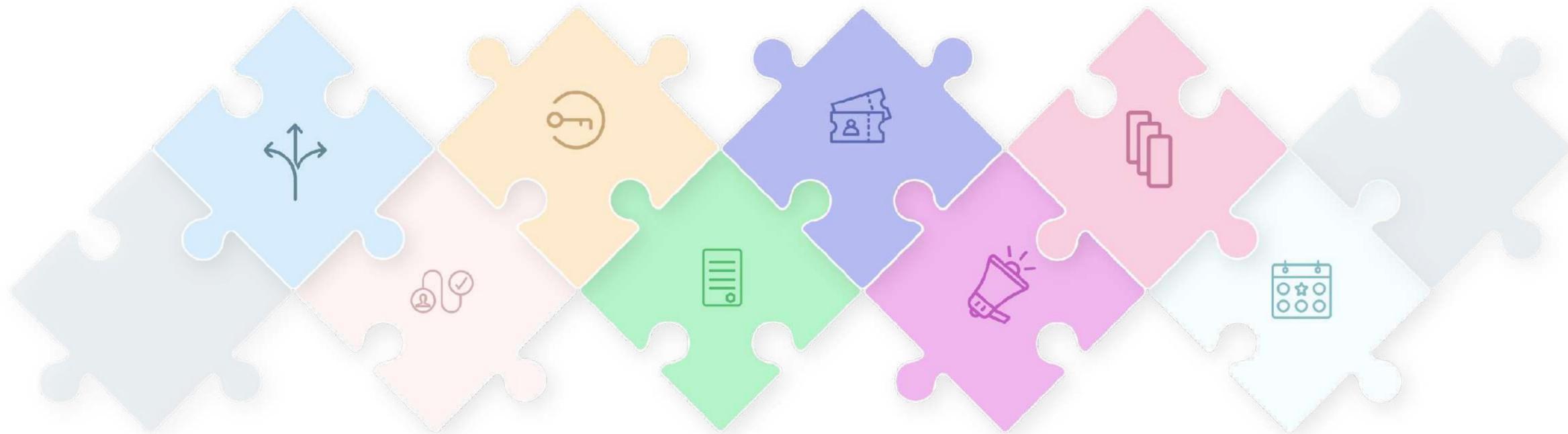
Custom Journey

- Tailor every step of the ticketing experience
- Ensure seamless workflows for efficient event management
- Enable personalized attendee engagement
- Support smooth third-party integrations



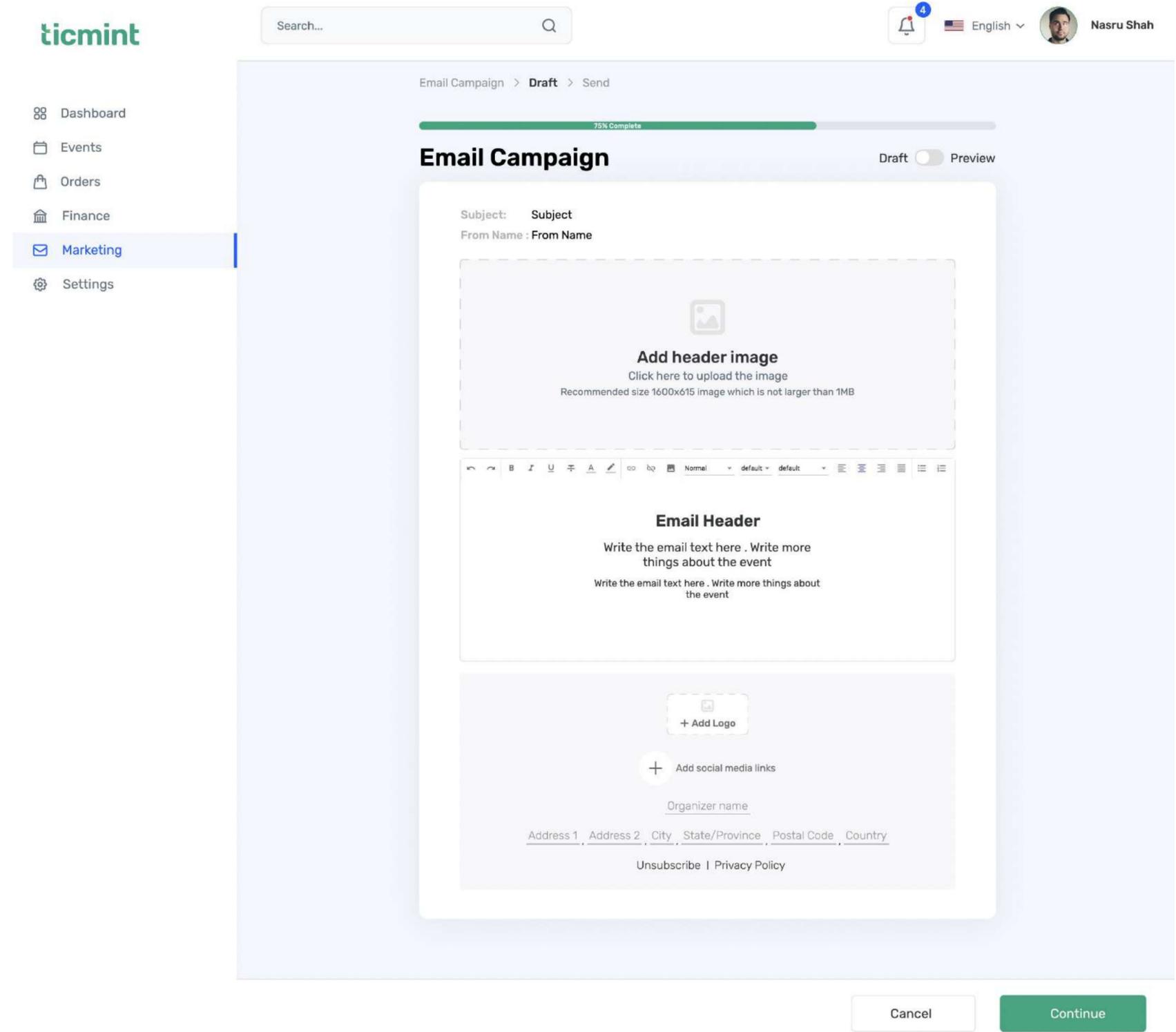
Custom Feature

- Design tailored solutions to meet unique requirements
- Create new modules or modify existing ones
- Implement cart abandonment retargeting and recovery strategies to boost ROI



Email Communications

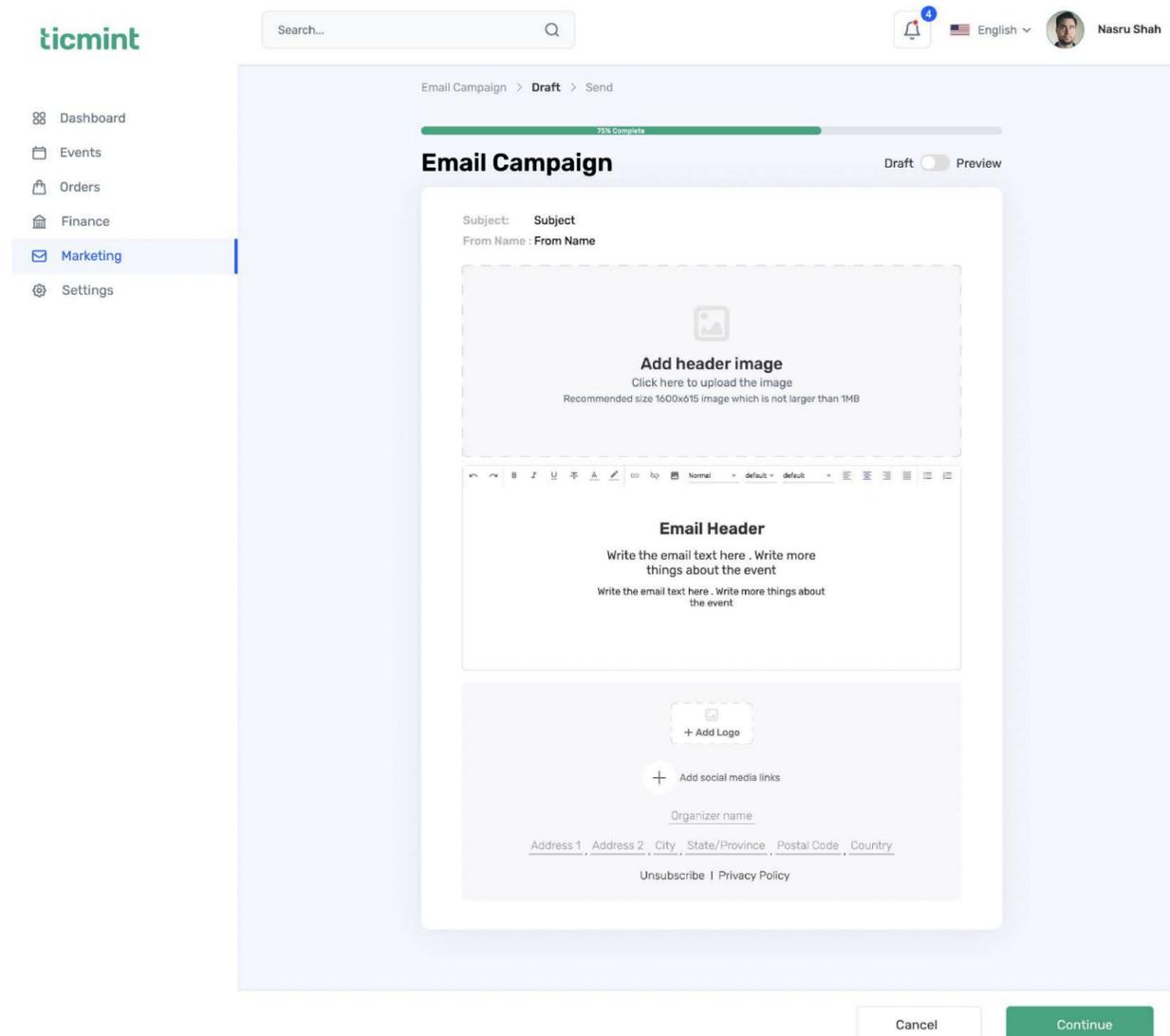
- Automates personalized messages
- Includes ticket confirmations, QR codes, and invoices
- Sends reminders and event updates
- Ensures timely engagement and a smooth attendee experience pre, post, and during the event
- Boosts ROI by driving attendee engagement and reducing no-shows
- Utilizes email communication for marketing, engaging past or new users to generate revenue



Email and WhatsApp Communications

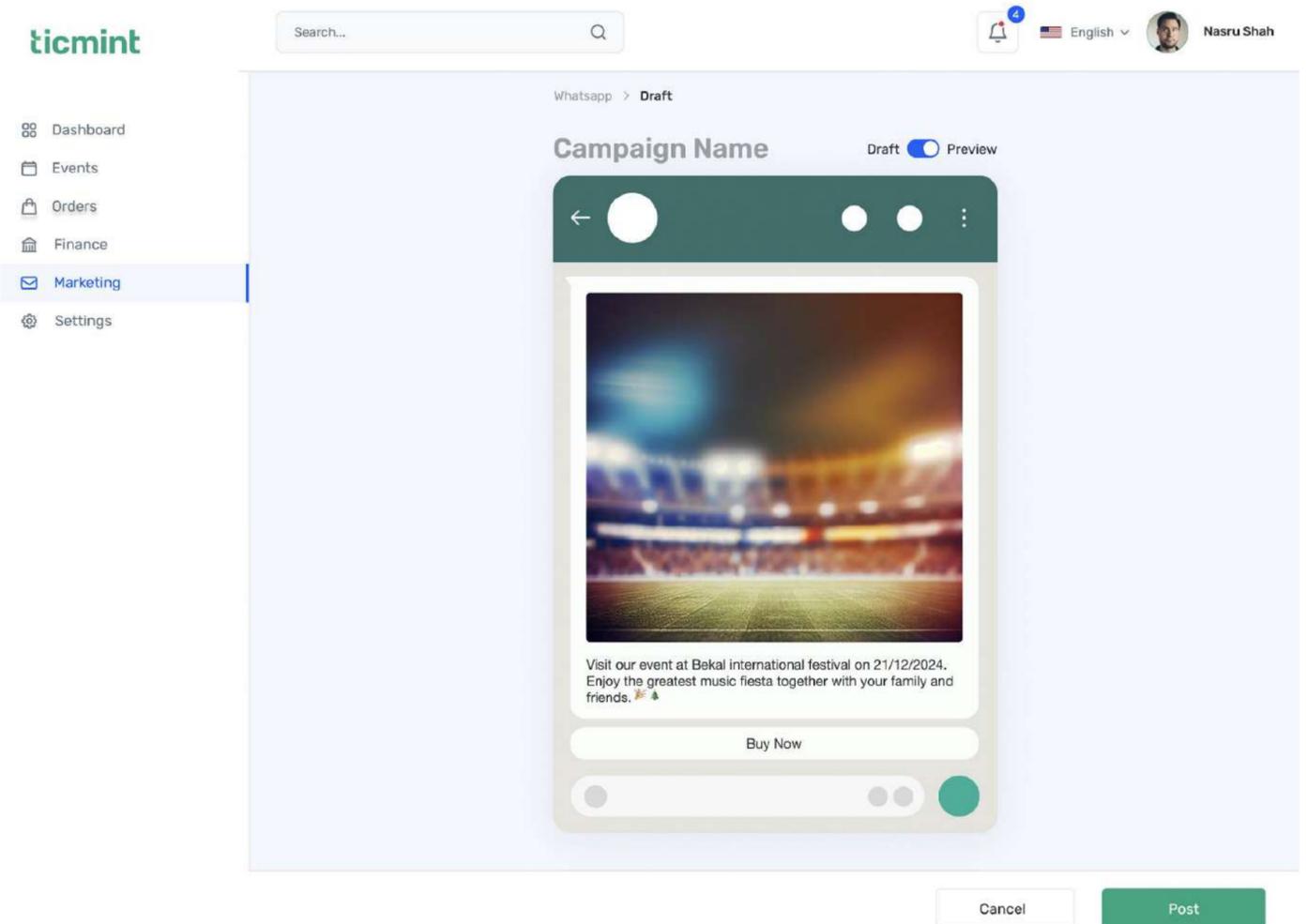
Email Communications

- Automate personalized messages (ticket confirmations, QR codes, invoices)
- Send reminders & real-time updates pre/during/post event
- Drive ROI by reducing no-shows and boosting engagement
- Ideal for marketing, reactivation, and upselling



WhatsApp Communications

- Send updates & reminders via a familiar, high-open-rate channel
- Deliver tickets, QR codes & invoices directly to users
- Enable real-time support and event engagement
- Leverage WhatsApp for direct marketing & conversions



Marketing & Growth

Marketing & Growth



Email Marketing

If partner provides us with user data, we can execute targeted email marketing campaigns to further drive ticket sales.



WhatsApp Marketing

Reach out to users via the more personalised channel.



Add-Ons & Merchandise

Boost revenue by seamlessly offering premium upgrades, event-related merchandise, and exclusive goodies at checkout.



Affiliate marketing

for promoters and influencers to earn commissions on ticket sales.



SEO optimisation

for better event visibility. Blog post on Ticmint's website.



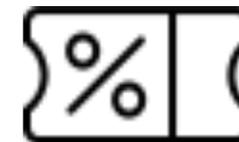
Google & Meta Tracking

Track and gain better insights on paid ad spend.



Memberships

Build a loyal community with exclusive memberships, offering recurring benefits, priority access, and special discounts.

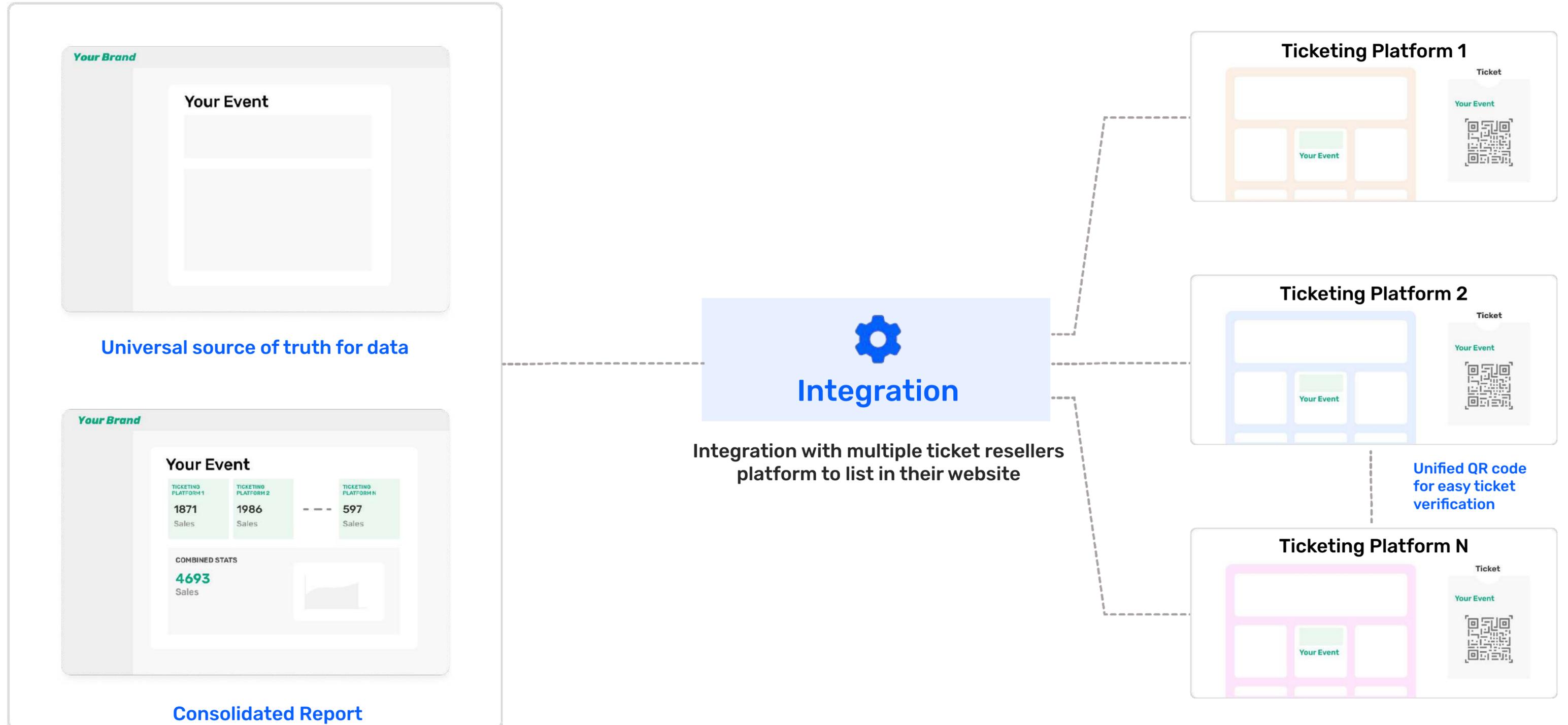


Discounts & Coupon Codes

Run limited-time promotions and offer exclusive discount codes to attract new customers and boost ticket sales.

*Note: We can support the partner's team with **media assets and ad strategy**, and offer other marketing consultations to ensure the event's success.*

Integrate with multiple resellers



Seats

3D Digital Seating & Floor Plan Solutions

Fully customizable & scalable tools for venues to boost sales and elevate the fan experience

Digital Seating Solution

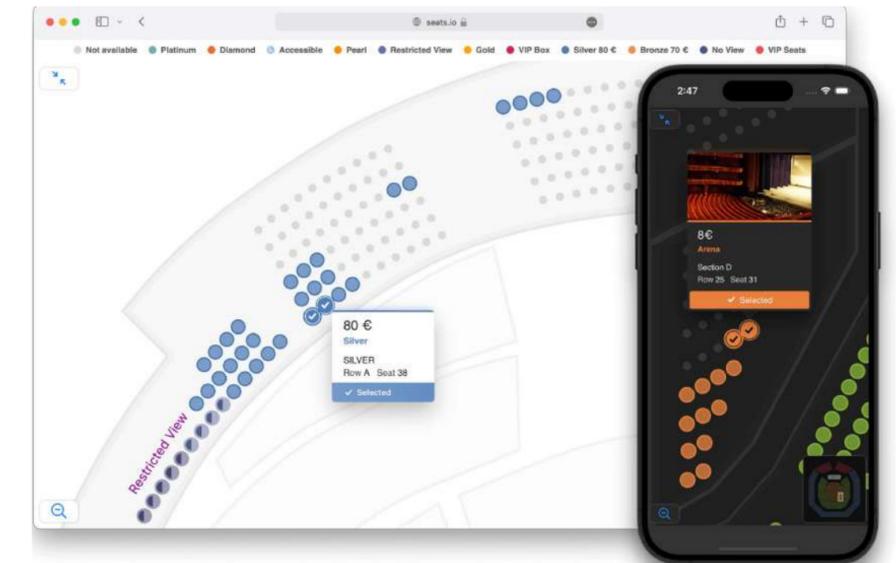
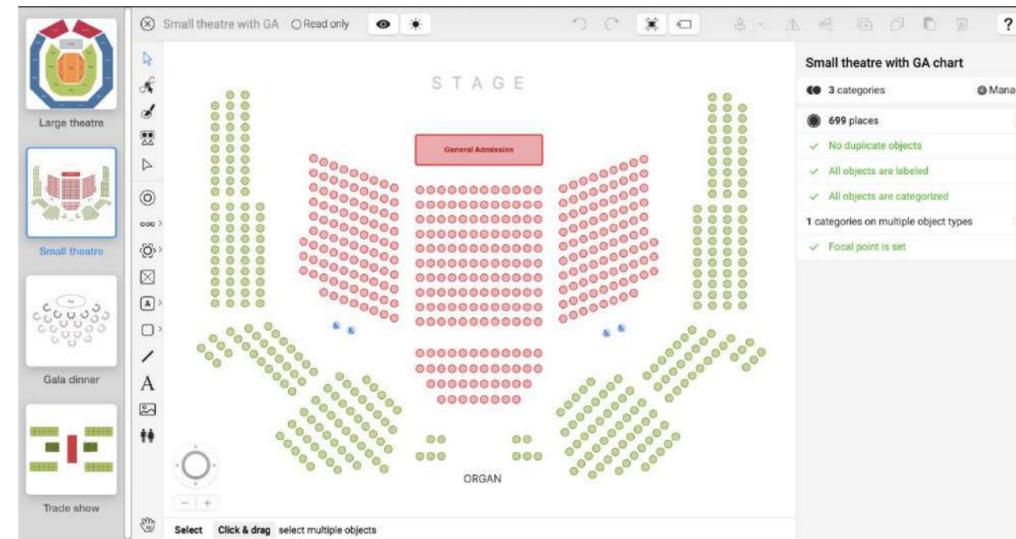
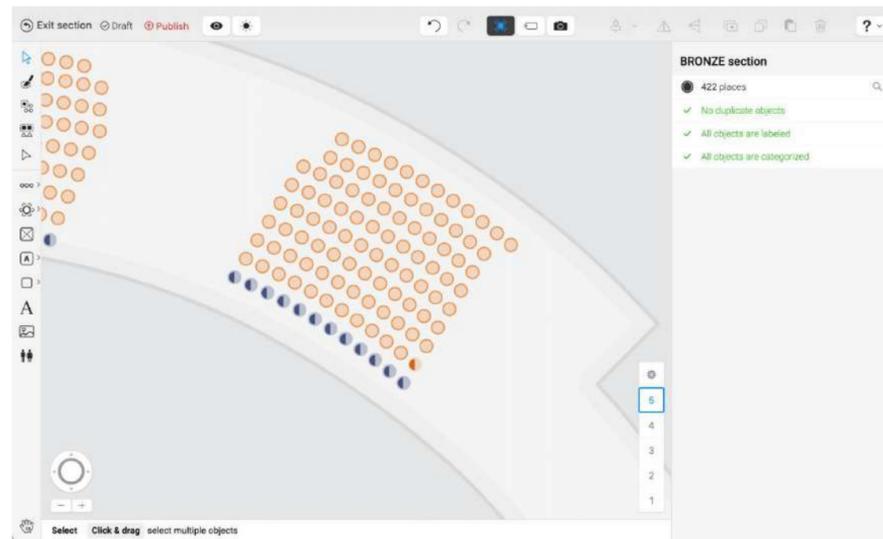
- Fully customizable 3D seating maps
- 360° seat views – see before you book
- VIP zones & premium experience previews

Floor Plan Renderer

- Interactive layout visualizations
- Mobile & desktop-ready
- Easy seat selection for attendees

Floor Plan Designer

- Draw in-browser – no coding
- Prevent double bookings & orphan seats
- Temporary holds & full customization



How it works:

1. User selects section



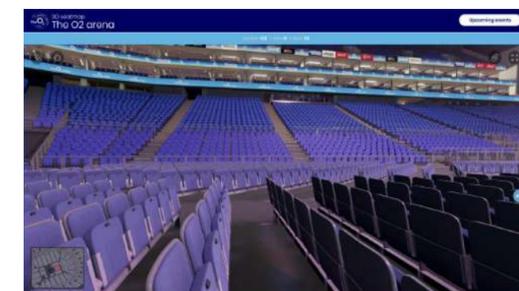
2. Picks a seat



3. Gets 360° view

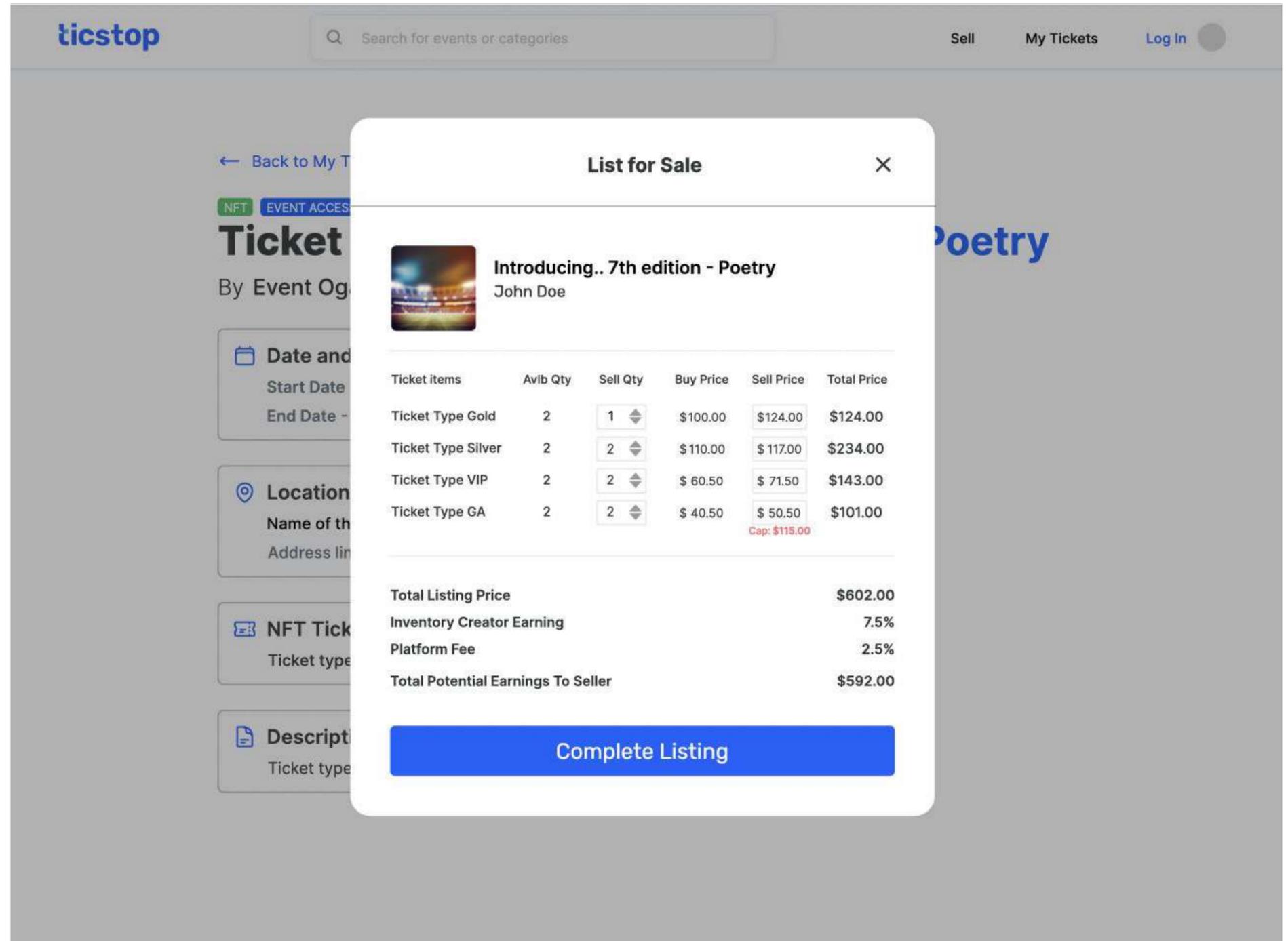


4. See seat-side angle



Secondary Marketplace

- Unlock new revenue streams through royalties
- Enable secure ticket reselling with smart contract-based control
- Ensure fair pricing in the secondary market
- Reduce fraud and unauthorized reselling
- Create digital collectibles as valuable keepsakes and memorable experiences for end users



Clients



India's Largest Badminton Tournament

PROJECT - YONEX SUNRISE INDIA OPEN 2025



14 to 19 Delhi

Jan 2025

India



Organizer

For the first time in its 10-year history, the Yonex Sunrise India Open transitioned from being a free-entry event to a ticketed one. Despite initial concerns, this change was a significant success, adding substantial value for attendees and stakeholders alike.

Stats:



6

Days



15,000+

Tickets



1 Million+

Website Views



95+

Countries Reached

Impact:



2.5X

Tickets



8X

Revenue



>98%

Better Experience

Problem	Solution	Impact	Remarks
Low Perceived Value: Free tickets diminished the event's importance in the eyes of attendees.	Provided an easy-to-use online ticketing platform, allowing attendees to select seats and complete ticket purchases quickly.	Achieved a remarkable milestone with Days 5 and 6 of the event completely sold out, resulting in a 2.5x increase in ticket sales compared to the last edition and a 10x increase in revenue over expectations.	Introducing ticketing to the Yonex Sunrise India Open 2025 transformed it into a financially sustainable and fan-centric event. This milestone demonstrates how thoughtful planning and execution can enhance the value of events for all stakeholders.
Operational Issues and Poor Experience: Crowd management and seating were chaotic due to the lack of a structured ticketing system.	Mapped and numbered all seats to align with the seating plan, allowing attendees to choose seats for a personalized experience. Added add-on purchases, F&B options, and excellent customer support to enhance the experience.	Social media platforms generated positive sentiments, boosting awareness and excitement about the event, with over 95% of attendees reporting an improved experience.	

PROJECT ITFOK



14th
Edition

9 to 16
Feb 2024

Kerala
India

One of the biggest successful implementation of blockchain ticketing event of its kind in the world.



47

Events



3000+

Attendees



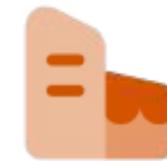
7897

Tickets (online)
(~17000 Total tickets)



8

Countries



6

Venues

Organized by :



KERALA SANGEETHA NATAKA AKADEMI



Department of Culture, Govt. of Kerala

Problem	Solution	Impact	Remarks
Not able to manage the customer journey and event ticketing with existing products.	Implemented custom features to automate processes and a centralized ticketing system to manage all 47 events.	Improved customer experience and increased ticket sales by 25%	ITFoK initially tried using other products but faced many problems before discovering Ticmint and partnering with us
Previous event experienced issues with the access control system, leading to security concerns.	Implemented customized features based on client requirements.	Decreased access/check-in fraud to almost zero.	

Team

Omar Saredine

Co-Founder

Versatile Entrepreneur with over a decade of experience in business management and operations.

MIT Certified in Applications of Blockchain Technology in Business.

NFT collector, Web3 enthusiast and investor in early stage web3 startups.

Bhupesh Choudhary

CTO

An IIT Kharagpur alumnus with 18+ years in system architecture in Supply Chain, WMS, and Payments. Instrumental in scaling Ezetap's transaction from 20,000 to 20 lakhs daily.

Director of Engineering at Razorpay, leading a team of 50+ engineers in payment innovations.

Abdulla Hisham

Co-Founder

2X Founder, a seasoned Growth and Product strategy leader with over 15 years of experience across B2B, B2C and B2G in multiple product lines including ERP, AI, XR and Web3

Co-founder Foradian, an Edtech startup powering 10M+ users across 100+ countries (Deloitte TechFast50 2014, 2015 winner)

CGO at Practically, a Tracxn Top K12 Edtech startup in 2022

Co-founder Aindra Labs, an AI startup (winner of the Startup Chile Accelerator program in 2017)

EM Waves hacking project - featured as headline in National newspaper in 2006

Vip Patel

Head of Business Development

A seasoned media and event ticketing specialist with over a decade of experience, Vip has successfully managed the ticketing processes for some of the largest events in the Middle East

Platinumlist

Vip previously served as the Director of Client Relationships and Sales at Platinumlist, the Middle East's top ticketing platform. In this role, he created and nurtured client relationships, regionally and internationally, driving Platinumlist's growth.

He played a vital role in crafting and executing team sales strategies, which led to the company's rapid Middle East expansion.

Darren Hepworth

Advisor

FIFA®

Key member of FIFA Ticketing team for Qatar World Cup, providing support & guidance across all ticketing functions.

ticketmaster

VP Ticketmaster (Middle East)

Regional Business lead responsible for managing the P&L to create a profitable business to the group in a challenging, emerging market.

Soumitra Banerjee

Legal Advisor

Corporate Lawyer with over 15 years of experience in Corporate & Commercial Laws.

Founder of JurisArena, recognized as a Leading Firm for Corporate M&A by Legal500. India's Super50 Lawyers by ALB.

Thank You

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 omar@ticmint.com

 <https://ticmint.com>