



## **Will The Lion King affect Hrithik Roshan's Super 30 at the box office? Trade expert answers**

Super 30 is getting appreciation for the strong storytelling and brilliant performance by Hrithik Roshan, Pankaj Tripathi and others



Mr. Rajesh Mishra (UFO Moviez)

Hrithik Roshan's Super 30, which released last Friday, is performing pretty well at the box office. The biographical educational drama earned over Rs 50 crore in its first weekend and we are hoping the film to stay steady in the weekdays. While Super 30 is on its way to become a box office winner, the film might face an obstacle in the form of Hollywood biggie The Lion King, which is arriving this Friday. And to know the box office opportunity of HR's film and impact of The Lion King on Super 30, we had a chat with our trade expert, Mr. Rajesh Mishra, who is the CEO of UFO Moviez and here's what he said:

### **What worked for Super 30? Hrithik Roshan's star power or relevant and strong content?**

Past few years have been year for content cinema. A star can only guarantee a decent box office opening, however, quality content and word of mouth can drive BO revenue through the week and beyond. A good story told will always work irrespective of the star, the production value or the time of its release. What Super 30 has achieved is the right mix of star power and strong content. The way the film was marketed, neatly managed to balance the superstardom of Hrithik Roshan along with highlighting the content aspect of the film. Lastly, the huge benefitting factor for the film was returning of Hrithik Roshan to the big screen after 2 years.

### **After a good weekend, do you think it will hold well in the weekdays?**

The film should hold well as it has been receiving positive reviews and a strong word of mouth. The movie is being appreciated for the strong storytelling and brilliant performance by Hrithik Roshan, Pankaj Tripathi and others. Conclusion of the cricket world cup will get in audiences to walk more into theatres and with no other big films releasing with Super 30, the film holds an advantage.

### **Will The Lion king affect the business of Super 30 in its second week?**

The Lion King will affect the business of Super 30 but not on a big scale as the film would have completed its big first-week collection. The impact will be felt as The Lion King is eagerly anticipated film not just by kids but also the young adults who have seen the cartoon film when they were growing. The Lion King will have a monstrous run at the box office and Super 30 will also have its audiences as both films are not overlapping the audience at a great degree. We wish both the films a great success.