

Box Office India
India's Premier Film Trade Magazine

blockbusters. *Secret Superstar* earned well only in metropolitan cities and some good multiplexes, not at single screens or in B and C-class towns. *Golmaal* worked because of the long weekend and the Diwali mood, even though it doesn't really have a script. *Raja The Great* is a commercial Telugu film and *Mersal* worked because of its political backdrop.

Basically, all the films worked because of the festive weekend of five days. *Secret Superstar* would have done much better if it had released some other time because everyone was consumed by *Golmaal*. In the South, people are consuming these commercial films. Also, I feel there is nothing new in *Secret Superstar*. It is very similar to *Sultan*, *Dangal* and *Bhaag Milkha Bhaag*. All these films have a protagonist who achieves a goal.

SIDDHARTH BHARDWAJ
CHIEF MARKETING OFFICER,
UFO MOVIEZ



During the last couple of months, there has been a dampener on the box office. However, the Diwali break brought much-needed cheer as

movies across languages and regions fared very well. All these releases took a massive opening for different reasons – the extended holiday break which gave films an opportunity to cash in on family viewing; content targeted at the family audience; different genres of movies, hence no competition for the same audience; and of course, big banner films supported by smart marketing.

During the Diwali break, people are positively disposed towards spending and this maximises cinema footfalls and makes it a win-win situation for all stakeholders – the audience, exhibitors, distributors and advertisers. We, at UFO Moviez, have also witnessed an upswing in on-screen advertising through the Diwali weekend. The line-up of movies (*Padmavati*, *Firangi*, *Tiger Zinda Hai*) post-Diwali is

only getting better and we are confident that box office collections, as well as advertising revenue will end the year on a high note.

SUNIL GHOLAP
PROGRAMMER, MOVIE TIME



We have seen a progressive change in recent times, a change for the better and this is because the audience is changing. Their quest

to absorb and understand content has become more mature and realistic. This has made filmmakers and producers content-centric because they have finally realised that they cannot give the audience something that is not genuine. Also, the pattern of content absorption is changing and it has become very accessible and instant, with competitors like Netflix and Amazon Prime offering good, meaningful content. I believe it's healthy competition which will result in meaningful content being delivered to the audience.

It is no longer important for us to believe that only good-looking people can fall in love, which we used to see in films. We have been witnessing a paradigm shift in content and the people coming to cinemas to watch them. Our target audience is the smart, intelligent, progressive, futuristic believer who doesn't believe in artificial facts but is interested in seeing what's realistic.

JASPAL DHINGRA
DISTRIBUTOR, NANAKSAR
ENTERPRISES



The expectations of the audience began to build after *Judwaa 2* released. The collections of that movie were very good despite

it releasing in the dull week of Dusshera. Usually, in our North region, movies don't work during Dusshera but the opening and later collections of *Judwaa 2* created a positive feeling among all.

People knew that the upcoming

Diwali week would bring *Golmaal* along with the Aamir Khan brand in *Secret Superstar*, which too has immense value. However, after the first week of *Judwaa 2*, there was a vacuum and no other film sustained after that till these Diwali releases. So the benefit of this vacuum went to *Golmaal Again!!!* and *Secret Superstar* as well as the other regional movies in their sectors.

The content was also appreciated a lot. I said earlier that the movies before did not have strong content. We had released Salman Khan's *Tubelight* in the good week of Eid but it turned out to be bad for us because no one came to watch the film. That was because the film's content was not appreciated by the audience. It was the same with Shah Rukh Khan's *Jab Harry Met Sejal*. We wasted a very good holiday of Raksha Bandhan on that film. In the North, this is usually a very profitable season for Bollywood films. But not this year, thanks to bad content.

Coming back to *Golmaal Again!!!* and *Secret Superstar*... the reason they have worked is because of the Diwali weekend and their good content. Also, the hype of both these movies was huge and they lived up to it. Aamir Khan's *Secret Superstar* had a lot of word-of-mouth for its strong performances and content. And *Golmaal Again!!!*, we know, is a family entertainer that attracts both elders and kids. It has done wonders all over India. The vacuum and the marketing hype worked well for both films. Even the regional films did decent business.

A Punjabi movie also released on Diwali. It didn't do very well but it stood its ground. We haven't had a Punjabi movie release in this festive period in some time but this movie did decently. Every film has a space in our Indian box office. The only requirement is that the content should be strong. There was a time when producers used to make proposals based on star cast. That doesn't mean anything anymore. What matters is content. *Judwaa 2*, *Golmaal Again!!!* and *Secret Superstar* have done