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Avengers mania: *Endgame* for all Hollywood movie records

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Avengers: Endgame, the most anticipated movie of the year and the last in the Avengers series is all set for a record-breaking opening on Friday.

Released by world's highest-grossing movie franchise, Marvel Cinematic Universe (MCU), *Avengers: Endgame* will open in a record number of screens, unprecedented for any Hollywood film in the country.

The much-hyped American superhero movie, which is based on

Marvel comics, comes as the last of Marvel's *The Avengers* (2012), *Avengers: Age of Ultron* (2015) and *Avengers: Infinity War* (2018). "The curiosity is humungous and the release is huge. We are seeing an unprecedented level of advance booking for the movie," said Kamal Gianchandani, CEO, PVR Pictures.

He also said the movie will be screened in 70-75 per cent of PVR Cinema's 750-odd screens across the country. The exact count of the screens will be known only by Thursday. In a Twitter post, movie

critic and film trade analyst Taran Adarsh said the advance booking for *Avengers: Endgame* is "unheard of, unimaginable and unprecedented, and much better than several Hindi biggies that opened in 2018 and 2019."

The Rahman touch

"The hype and curiosity for the movie is tremendous and it's going to have a phenomenal start not just in India but also globally," Taran Adarsh told *BusinessLine*.

Incidentally, the movie's prequel, *Avengers: Infinity War*, is the

highest grossing Hollywood movie in India till date, with a box office collection of about ₹300 crore.

Besides English, *Avengers: Endgame* will also release in Hindi, Tamil and Telugu. The movie has already made waves in South India ever since Marvel studios roped in music director AR Rahman to compose the fan anthem for Tamil and Hindi versions of *Avengers: Endgame*. "The movie will be releasing in more than 1,000 screens in South India and 300-350 screens in Tamil Nadu alone," said Sreedhar

Pillai, columnist and entertainment industry tracker. Trade analysts also expect that the movie will be the highest grossing Hollywood movie ever released in India.

"It's a huge spectacle and it can only be seen on large screens which is driving the audience across the world to movie halls," said Rajesh Mishra, CEO – Indian Operations, UFO Moviez India.

"This is the first time we are seeing this kind of response and anticipation for a Hollywood film and this movie pretty well deserves it," Mishra added.