



## **'Bharat' Won't Be Affected By World Cup, Says Industry Expert**



Salman Khan and Katrina Kaif-starrer Bharat is one of the biggest films to release this year and the Hindi film industry expects the big ticket film to bring big 'moolah' at the box office.

As per tradition, this Salman film comes out on the Eid weekend on 5 June, and has a long five-day weekend to register good collections. Bharat like all of Salman Khan-helmed films, will get a release in 4000 plus theatres.

This time around though, the film will release during the ICC Cricket World Cup, with India playing its first match of the tournament on day of Bharat's release.

Siddharth Bhardwaj, chief marketing officer and the head of enterprise sales, UFO Moviez, which is responsible for the electronic delivery of the film in theatres, says that films work irrespective of the time of their release "if the content is good."

Directed by Ali Abbas Zafar, Bharat is an adaptation of the 2014 Korean film Ode to My Father, tracing the history of India parallel to a man's life, spanning 1940s to 2010s.

The distributors are confident that the film will get a humongous opening, thanks to the Salman factor.

"Salman is one of the most loved actors and Bharat being a mass movie, it has appeal across all age groups and hence the movie is expected to do well in single screens and multiplexes across segments. Besides, ICC World Cup 2019 is following a different format this year around, which will give audiences a lot more matches of India to watch, which is why we are sure Bharat won't be affected," says Siddharth.

"Salman Khan movies' association with Eid has been a very efficacious formula, so Bharat, is expected to receive blockbuster opening like all Eid-Salman movies in the past," he adds.

According to a source, a big tussle for screens is on between X-Men: Dark Phoenix and Bharat. In recent times, we have seen big ticket Hollywood films like Avengers: Endgame and The Jungle Book earn big numbers at the Indian box office. How this clash with X-Men affects the business of the Salman Khan-starrer remains to be seen.