

INDIA IS BACK... AT THE THEATRES

A GroupM & Ormax Media Report: Jan-Apr 2022

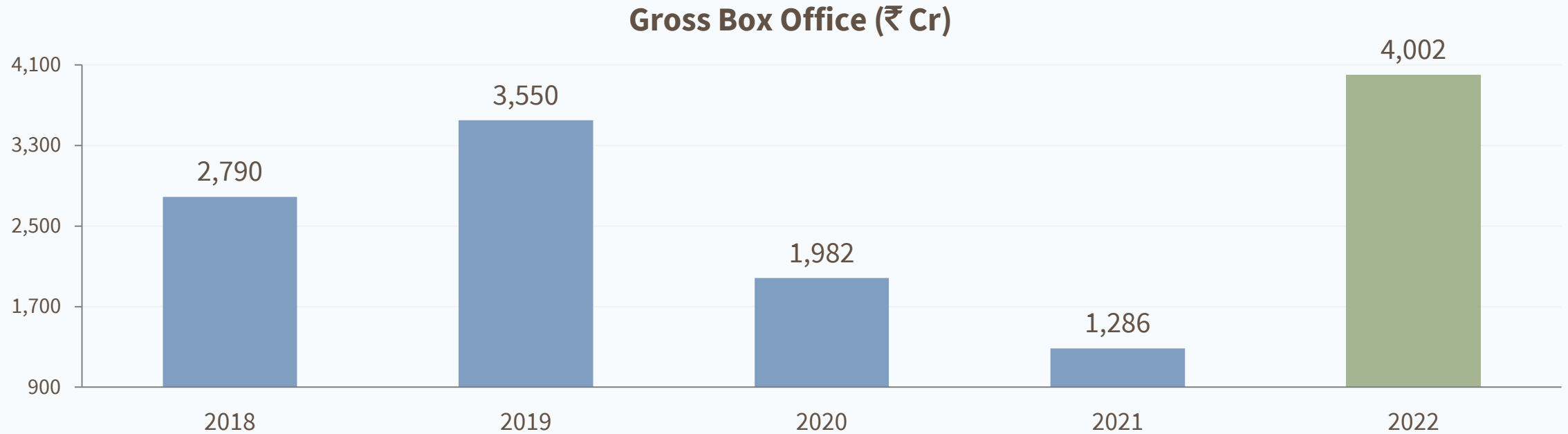
group^m



Executive Summary

- Jan-Apr 2022 grossed ₹ 4,002 Cr at the Indian box office, the best-ever performance for this period. It is also the first time ever the monthly average box office stands at more than ₹ 1,000 Cr
- These milestones have been achieved despite the impact of the third wave in Jan 2022, as well as despite pandemic-related headwinds related to occupancy constraints and about 18% cinemas still being closed vis-à-vis 2019
- K.G.F: Chapter 2 and RRR have headlined the box office performance in Jan-Apr 2022
- Hindi cinema has contributed 38% to the box office. However, almost 60% of this share comes from Hindi dubbed version of South Indian films
- K.G.F: Chapter 2 got an estimated 280 brands on board for cinema advertising, highlighting positive advertiser sentiment for the medium
- With a spate of big-ticket releases lined up across languages for the remaining part of 2022, the year is projected to close at a gross domestic box office of ₹ 12,515 Cr, the highest-ever, beating the previous record holder (2019) by a margin of ₹ 1,567 Cr

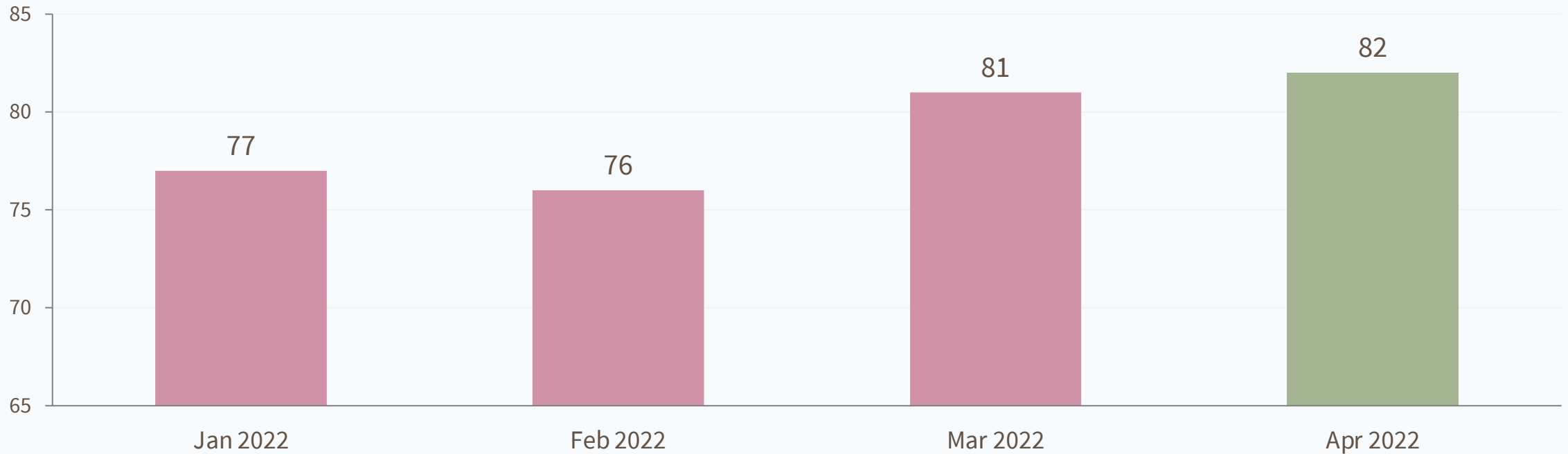
India Box Office (Jan-Apr)



For April releases that are still running in theatres, Lifetime Box Office has been estimated based on latest collections

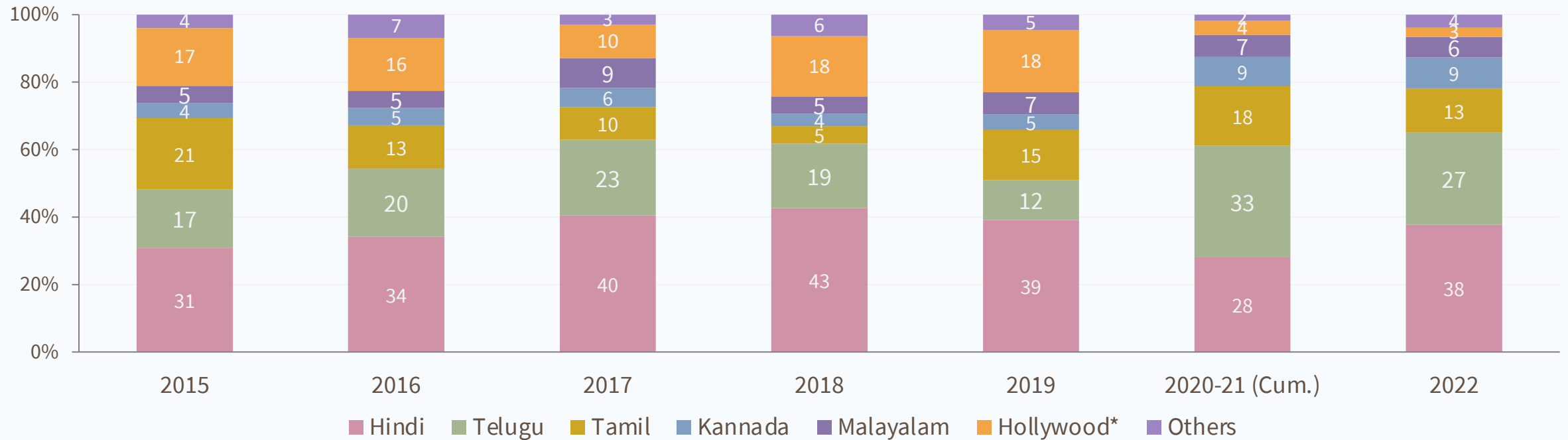
2022 is the **first-time ever** than the domestic gross box office has crossed the ₹ 4,000 Cr level in the Jan-Apr period.

Cinemas Operational (%)



Cinema capacity stood at 82% of the pre-pandemic levels in April 2022, with the release of K.G.F: Chapter 2. We expect the operating capacity cross the 90% mark by mid-year, leading to incremental footfalls in the second half of 2022.

Box Office Share by Language (Jan-Apr)

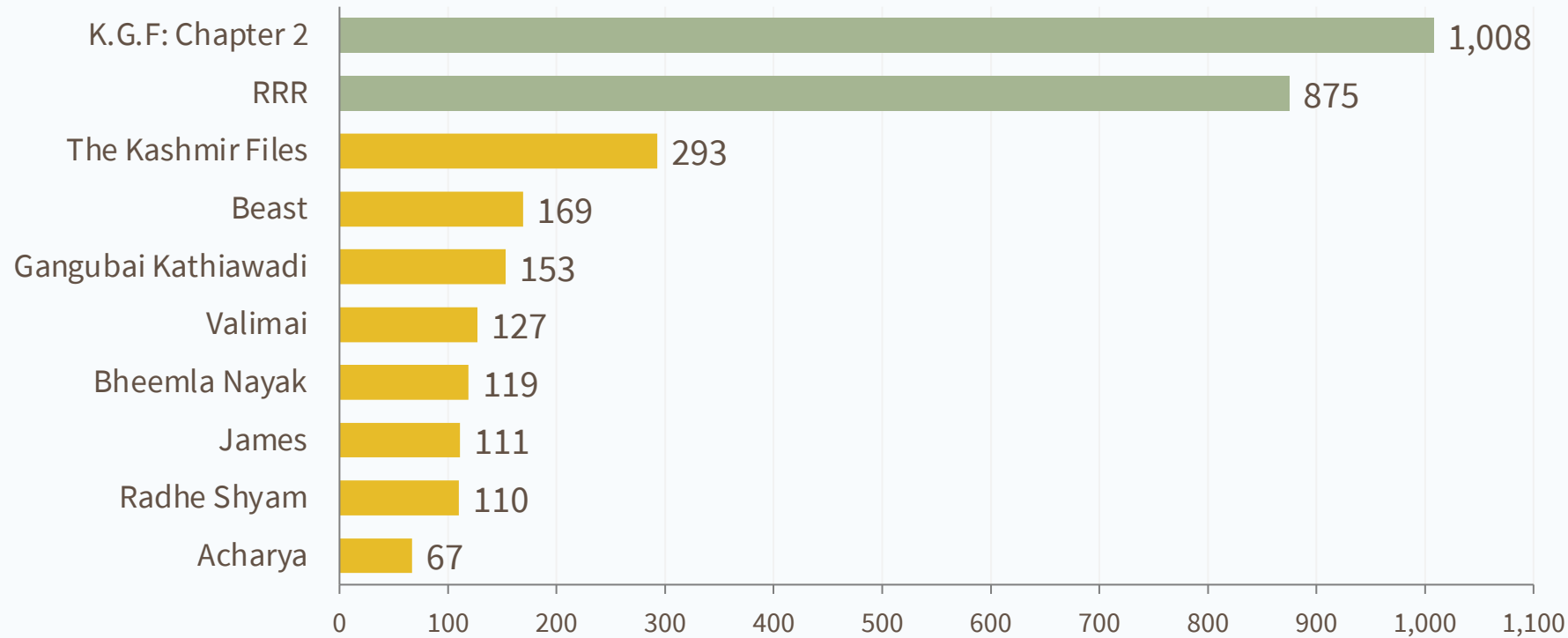


**Hollywood includes all language versions*

Telugu cinema has seen a significant growth in share over the last three years. Almost 60% of Hindi language BO share comes from South films released in the Hindi dubbed versions, primarily K.G.F: Chapter 2 and RRR.

Top 10 Films (Jan-Apr 2022)

Gross Box Office (₹ Cr)



Cumulative BO of each film in all languages in which it was released

groupm

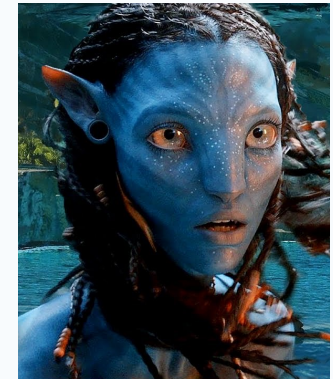
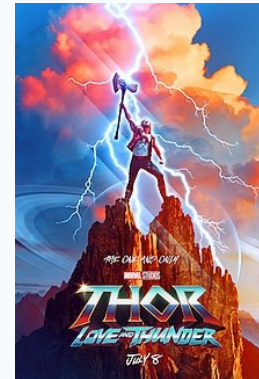


2022: The Hollywood Story

- While there were no Hollywood blockbusters released in Jan-Apr 2022, event films from Hollywood have seen a huge uptake in the post-pandemic world
- Given the line-up of strong films in the rest of the year, 2022 holds genuine potential of being the best-ever year for Hollywood in India, surpassing 2019 (Gross box office: ₹ 1,595 Cr)



₹ 270 Cr (Dec 2021) ₹ 180+ Cr (Expected)



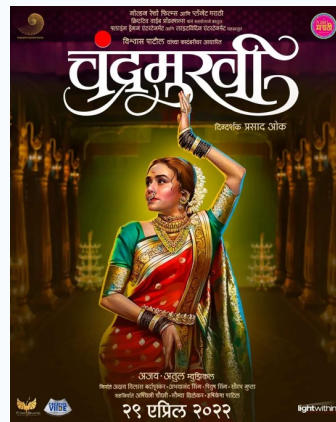
Upcoming Hollywood releases in 2022

groupm



Return of Marathi & Punjabi Cinema

- After struggling for three years before the pandemic, Marathi cinema has seen a resurgence in 2022, with four films opening above the ₹ 1 Cr mark between Feb-May 2022
- Punjabi cinema has seen some strong performers at the box office too, signalling its resurgence this year



Marathi

Punjabi

groupm



K.G.F renews advertiser interest in the medium

- With the return of the audience, the cinema medium has re-enter the consideration set of the advertisers too
- As per GroupM estimates, **280 brands advertised in theatres in the release week of K.G.F: Chapter 2**, which is only 20-25% lower than the peak brand interest in 2019
- With a line-up of big-ticket releases across languages in coming months, we expect 350 mark to be achieved in the festive season later this year



Forecast: Annual Domestic Box Office (2022)

- Annual domestic box office for 2022 (Jan-Dec) has been estimated using forecasts arrived at through two different methods:

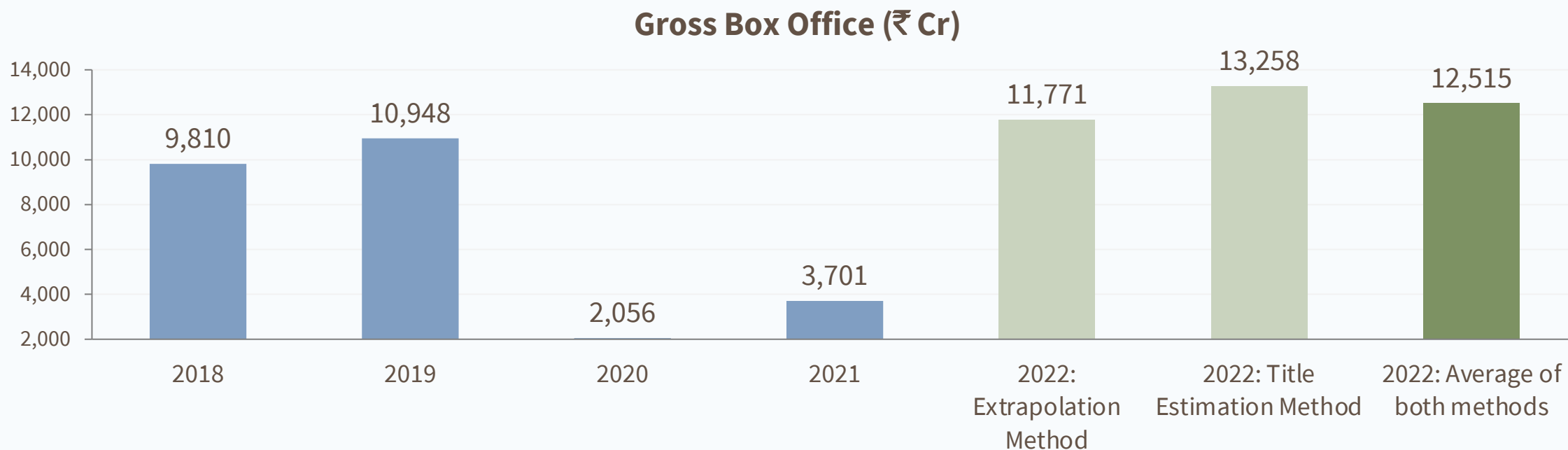
Extrapolation method

- Jan-Apr contributed an average of 34% to the annual box office from 2017 to 2019. In this method, actual collections of Jan-Apr 2022 have been divided by 0.34 for the annual estimate

Title estimation method

- Cumulative box office of films grossing ₹ 100+ Cr contributed 45% to the annual average box office from 2017 to 2019. In this method, all 2022 titles likely to gross at least 100 Cr were identified, and their estimated box office has been added and then divided by 0.45 for the annual estimate

2022 Annual Box Office Projection



With a projected gross domestic box office of ₹ 12,515 Cr, 2022 is predicted to emerge as the strongest ever year at the Indian box office.

Methodology

All box office data in this report has been compiled and analysed using information collected from various credible industry sources, such as producers, distributors, exhibitors and trade analysts. All figures in this report should be considered as estimates, which may vary vis-a-vis actuals by upto 5% for the Hindi, Hollywood, Telugu & Tamil, and by upto 10% for other languages.



group^m



www.groupm.com
www.ormaxmedia.com

Copyright © GroupM & Omax Media Pvt. Ltd. 2022

