

# THE ORMAX BOX OFFICE REPORT: 2023



# Executive Summary (1/2)

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- With gross box office of ₹12,226 Cr, 2023 became **the first-ever year to cross ₹12,000 Cr mark** at the India box office, surpassing 2019 (₹10,948 Cr)
- Hindi cinema also saw its best-ever year, with a gross box office of ₹5,380 Cr, crossing the ₹5,000 Cr mark for the first time. Hindi cinema's box office share (44%) reached the pre-pandemic level of 44%, up from 33% in 2022
- While Tamil & Telugu languages held on to their share, Hollywood & Kannada cinema lost their share compared to 2022, moving down from 12% to 9%, and 8% to 3%, respectively.
- While more than 1,000 films released in the year 2023, just the top 10 films contributed 40% of the year's total box office. Jawan was the highest-grossing film of 2023, with gross box office of ₹734 Cr



# Executive Summary (2/2)

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- The top four films of 2023 are all original Hindi language films, i.e., Jawan, Animal, Pathaan and Gadar 2. These films individually crossed the ₹600 Cr gross mark. Salaar: Part 1 - Ceasefire, Jailer & Leo were the other three films to cross ₹400 Cr mark at the India box office
- 2023 registered 94.3 Cr (943 Million) footfalls, a growth of only 6% over 2022. Footfalls remain below the pre-pandemic level of 103.0 Cr in 2019
- Average Ticket Price (ATP) grew by 9% vis-à-vis 2022, from ₹119 to ₹130. The growth is primarily an outcome of the increase in box office contribution of Hindi cinema, which operates at higher ATP compared to the South language industries
- While most language industries (except Hindi) struggled to hold on their 2022 performance (Tamil & Telugu showed growth of 14% & 6% respectively), Punjabi cinema resurged in 2023, with 60% growth in box office over 2022



# BOX OFFICE COLLECTIONS



# India Box Office

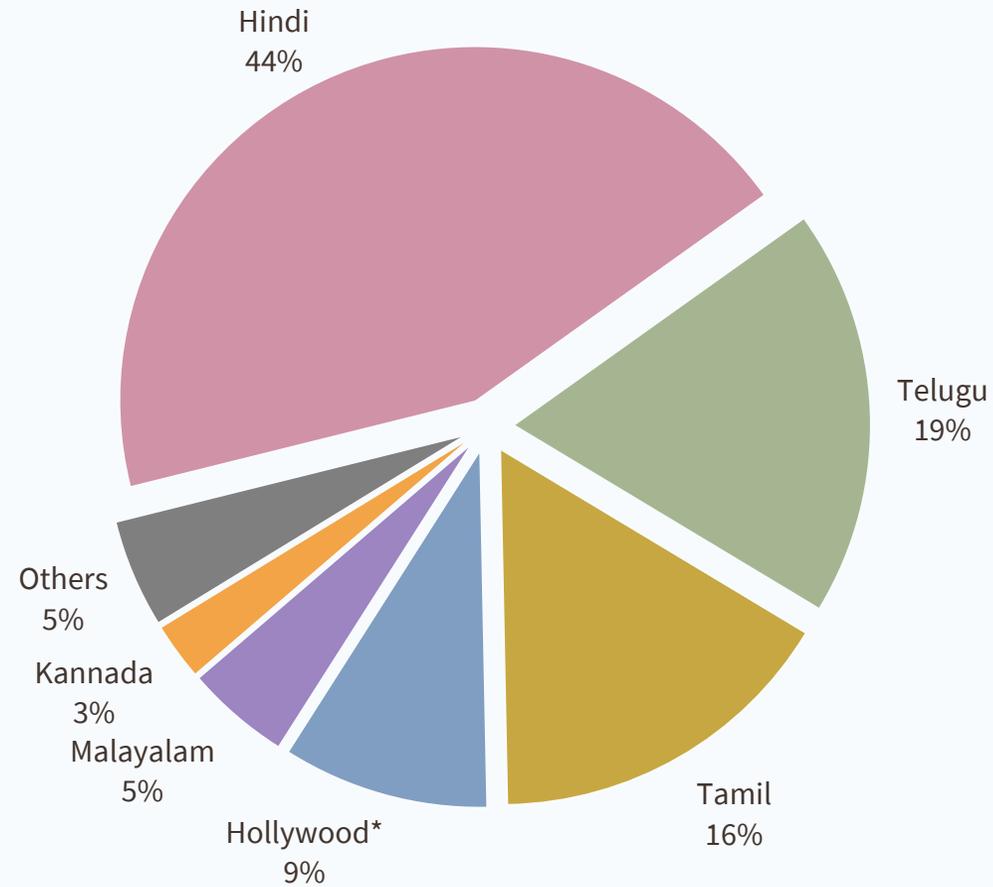
## Gross Box Office (₹ Cr)



2023 is **the first-ever year** when the gross box office in India has crossed the **₹12,000 Cr mark**, surpassing the previous best year 2019 (₹10,948 Cr) by ₹1,278 Cr. India box office witnessed a healthy 15% growth over 2022.



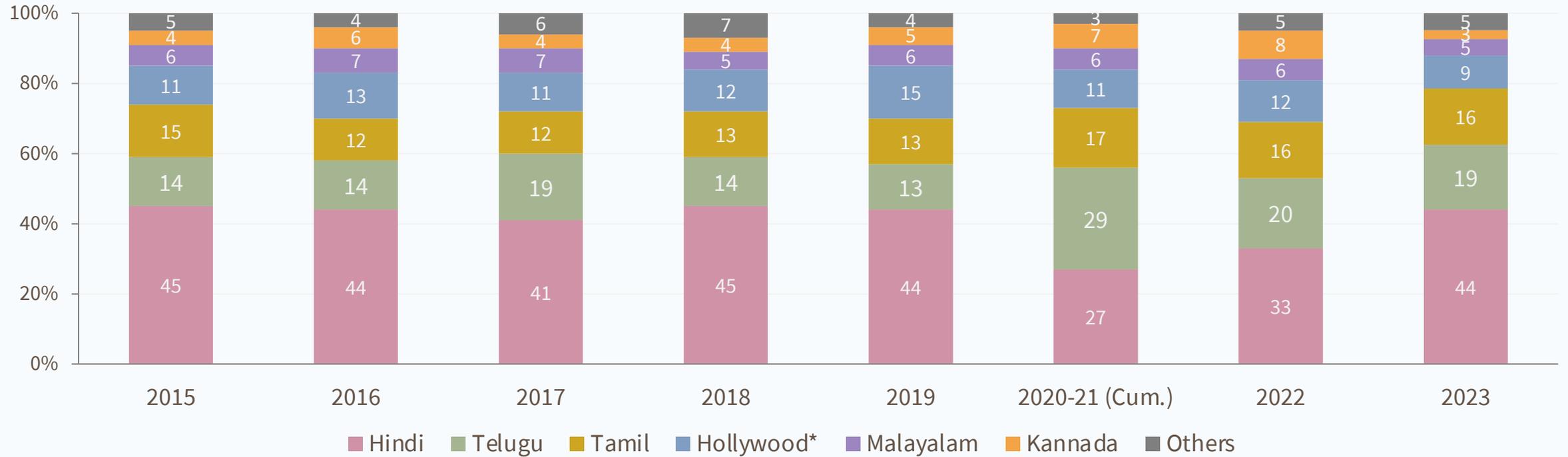
# Box Office Share by Language



*\*Hollywood includes all language versions*



# Box Office Share by Language



*\*Hollywood includes all language versions*

Compared to 2022, Hindi cinema has gained 11 percentage points in share, reaching its pre-pandemic level share (2019) at the India Box Office. While Tamil & Telugu cinema held on to their 2022 share, Kannada and Hollywood lost 5 and 3 percentage points respectively.



# Box Office by Language (2022 vs. 2023)

Language	Gross BO (2022)	Gross BO (2023)	Growth %	% Share (2022)	% Share (2023)
Hindi	3,513	5,380	53	33	44
Telugu	2,145	2,265	6	20	19
Tamil	1,724	1,961	14	16	16
Hollywood*	1,230	1,139	-7	12	9
Malayalam	633	572	-10	6	5
Kannada	810	312	-61	8	3
Punjabi	147	235	60	1	2
Marathi	268	201	-25	3	2
Bengali	77	66	-15	1	1
Gujarati	56	50	-10	1	0
Others	35	43	23	0	0

Hindi & Punjabi cinema have grown by more than 50%. Tamil is the only other major language to see double-digit growth.

After its best-ever year in 2022, Kannada cinema saw a steep decline of 61% in its gross BO in 2023.

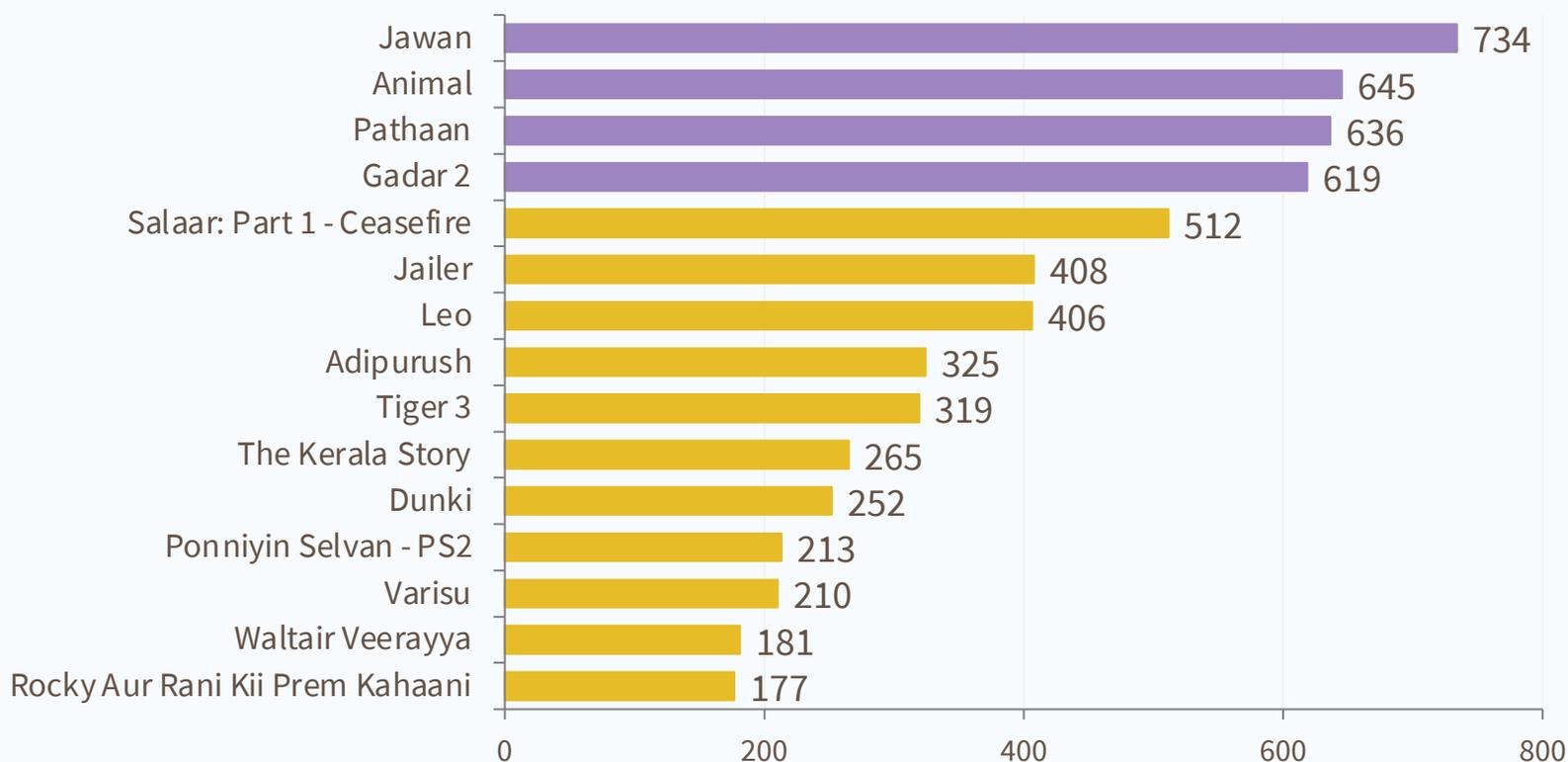
Gross BO figures in ₹ Cr

\*Hollywood includes all language versions



# Top 15 Films (All India)

## Gross Box Office (₹ Cr)



Lifetime gross has been estimated for films still running in theatres  
Cumulative BO of each film in all languages in which it was released

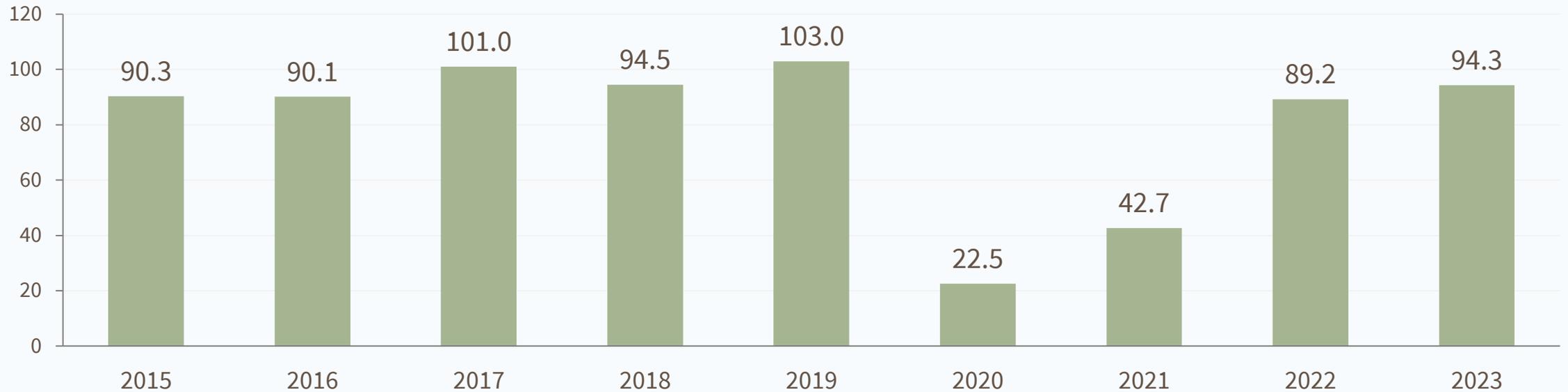


# FOOTFALLS & AVERAGE TICKET PRICE



# Domestic Footfalls

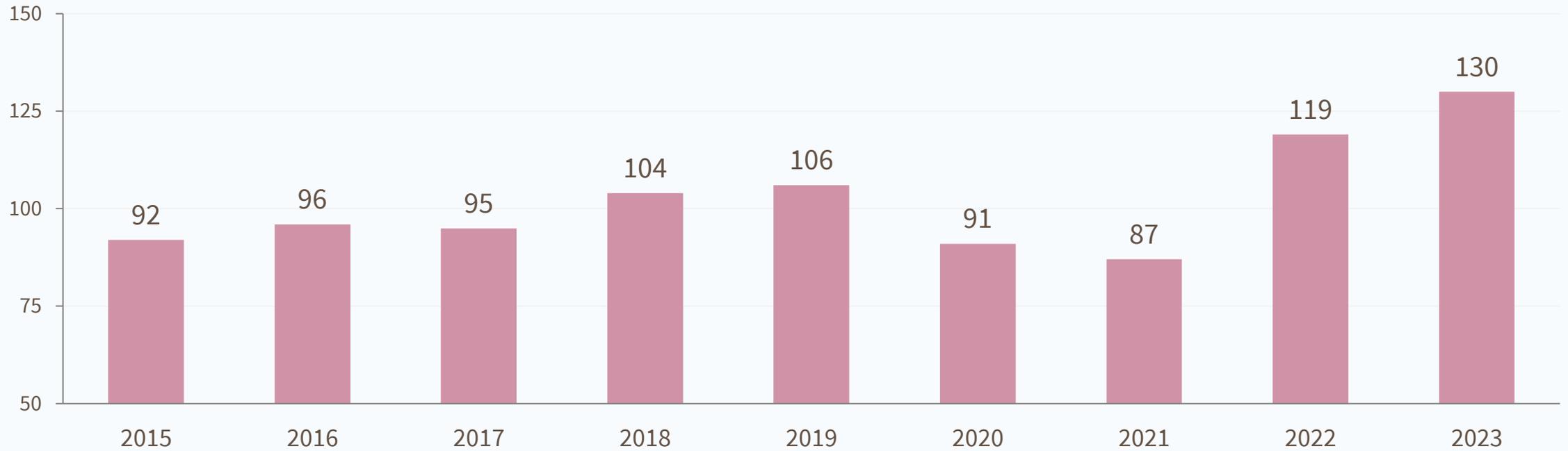
in Crore



Footfalls grew by 6% in 2023, but were below the pre-pandemic level (2019), indicating that the growth in Gross Box office in 2023 (15%) was driven more by an increase in Average Ticket Price (ATP) than by a growth in footfalls.



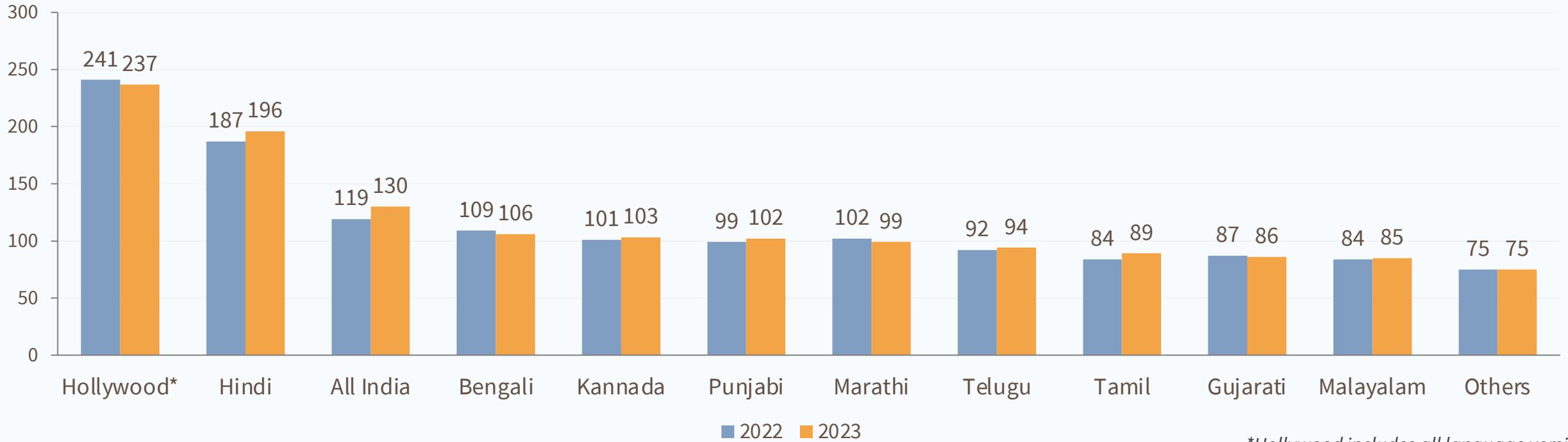
# Average Ticket Price (₹)



ATP grew by 9% over 2022, and is now 22% higher than the pre-pandemic (2019) level.



# ATP (₹) by Language



\*Hollywood includes all language versions

While there has been only marginal increase in ATP for individual language industries, the overall ATP has increased by 9%, because of higher contribution of Hindi cinema, which operates at higher ATP compared to the South language industries, to India box office.



# LANGUAGE-WISE PERFORMANCE

## HINDI FILMS



# Hindi: Domestic Box Office

Gross Box Office (₹ Cr)



Hindi cinema surpassed its previous best year 2019 (₹4,831 Cr), to cross the **₹5,000 Cr mark** for the first time.



# Hindi: Domestic Footfalls

in Crore

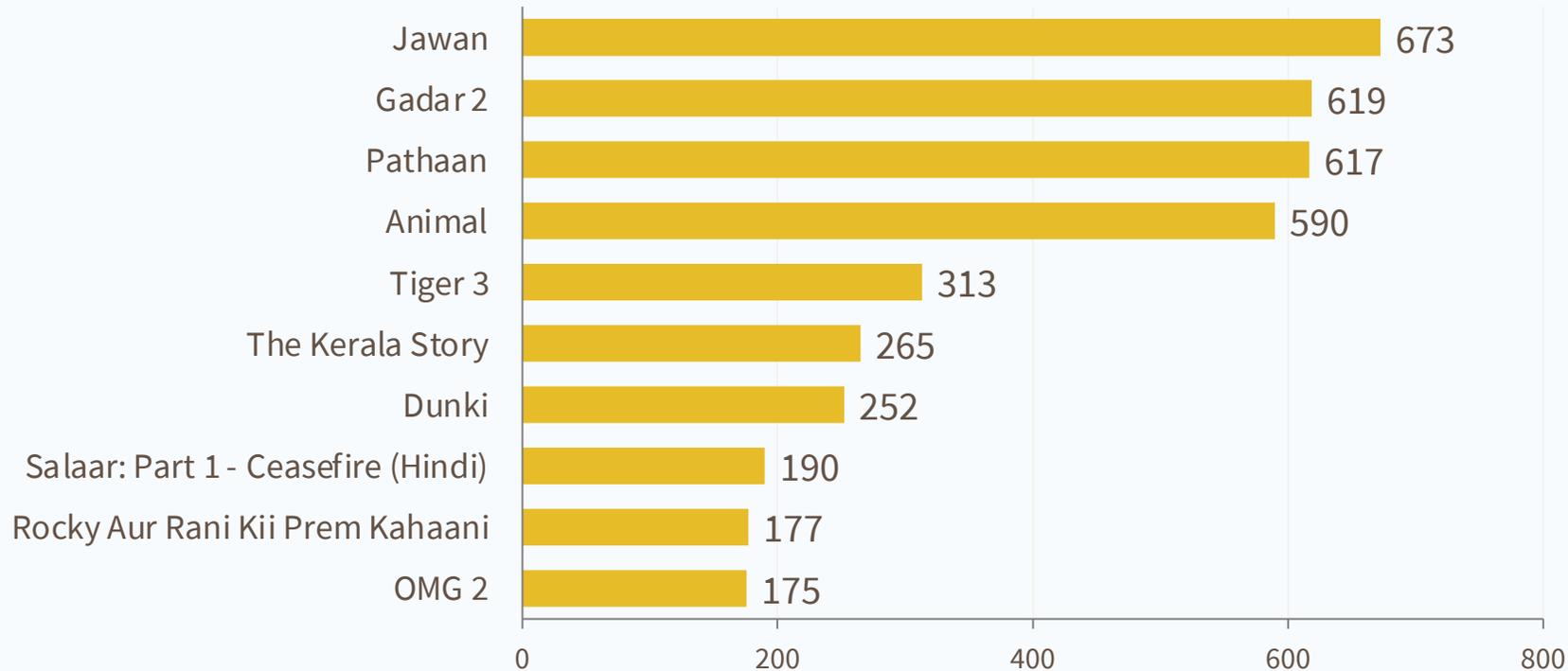


Despite 46% growth vis-à-vis 2022, footfalls are well below the pre-pandemic mark, with each year in the 2012-2019 period having recorded more footfalls than 2023.



# Hindi: Top 10 Films

## Gross Box Office (₹ Cr)



2023 saw the resurgence of original Hindi language films, with four films crossing the ₹550 Cr gross mark.

The contribution of dubbed versions of films from South India dropped from 32% in 2022 to only 5% in 2023. Only one (Salaar) out of the top 10 Hindi films is a dubbed version.

*Lifetime gross has been estimated for films that are still running in theatres  
For films released in multiple languages, only Hindi versions have been reported in this chart*



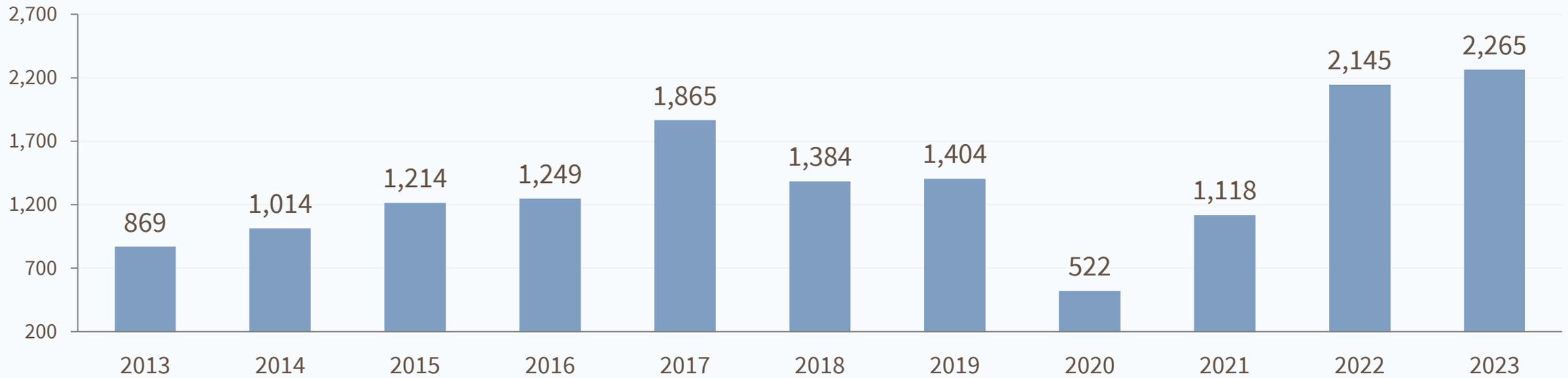
ORMAX  
MEDIA

# LANGUAGE-WISE PERFORMANCE TELUGU FILMS



# Telugu: Domestic Box Office

Gross Box Office (₹ Cr)



2023 topped 2022 as the best-ever year till date for Telugu cinema, with the industry crossing the ₹2,000 Cr mark for the second year in a row.



# Telugu: Domestic Footfalls

in Crore

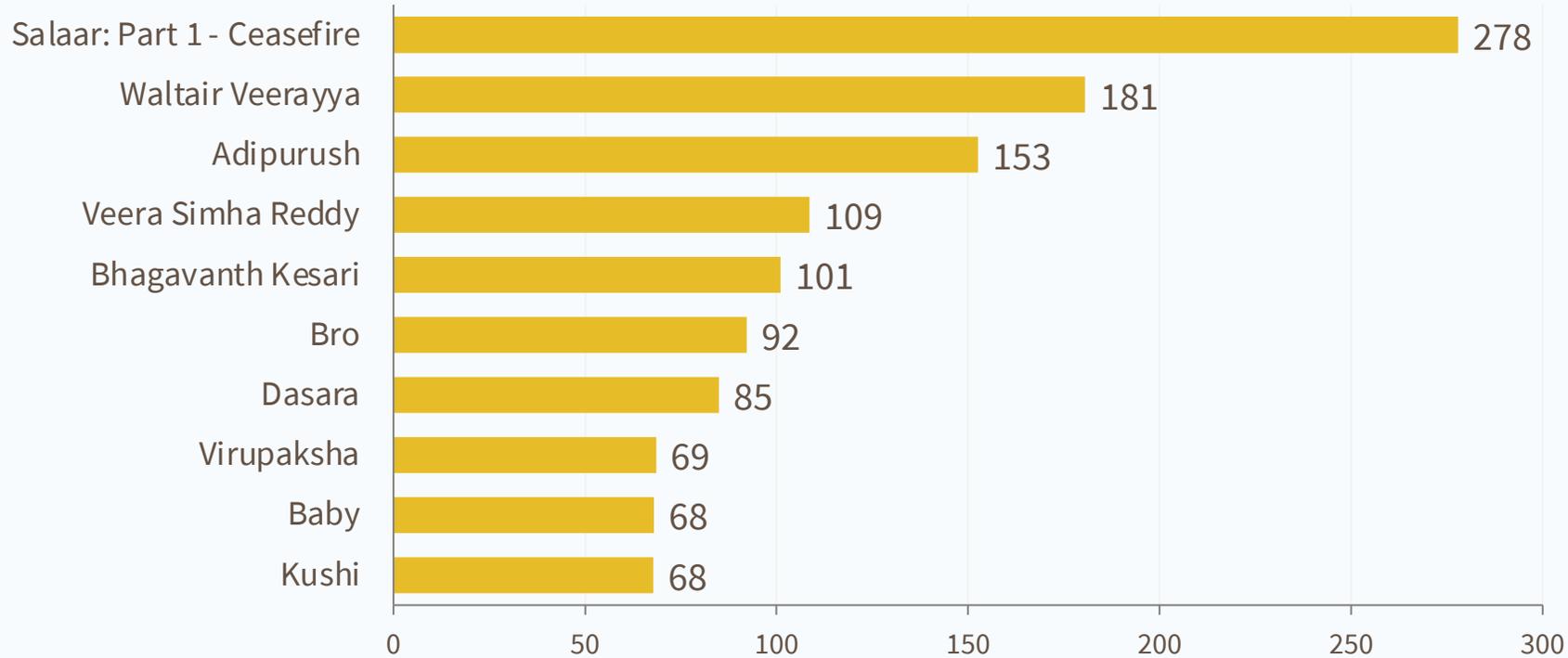


Like Gross Box Office, Telugu cinema ranks no. 2 on footfalls too, which are just 4% below the peak level in the last decade (2017).



# Telugu: Top 10 Films

## Gross Box Office (₹ Cr)



Salaar: Part 1 - Ceasefire emerged as the top grosser for Telugu cinema, contributing 12% to the total Telugu box office in 2023.

Four other films crossed the ₹100 Cr gross mark, and a consistent flow of releases ensured steady performance through the year for the Telugu film industry.

*Lifetime gross has been estimated for films that are still running in theatres  
For films released in multiple languages, only Telugu versions have been reported in this chart*



# LANGUAGE-WISE PERFORMANCE

## TAMIL FILMS



# Tamil: Domestic Box Office

Gross Box Office (₹ Cr)

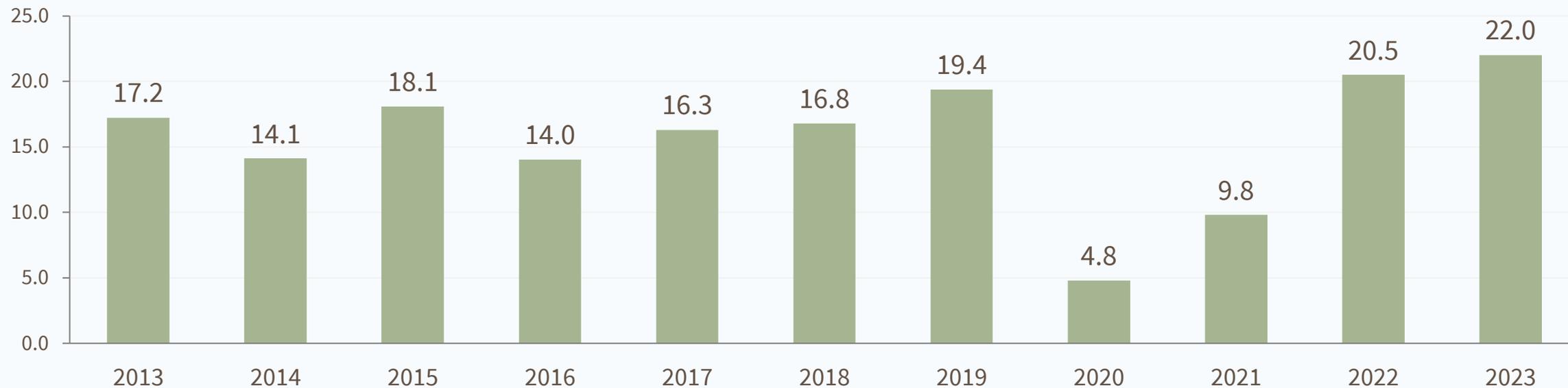


2023 was the highest-grossing year for Tamil cinema too, and the industry came close to achieving the ₹2,000 mark for the first time.



# Tamil: Domestic Footfalls

in Crore

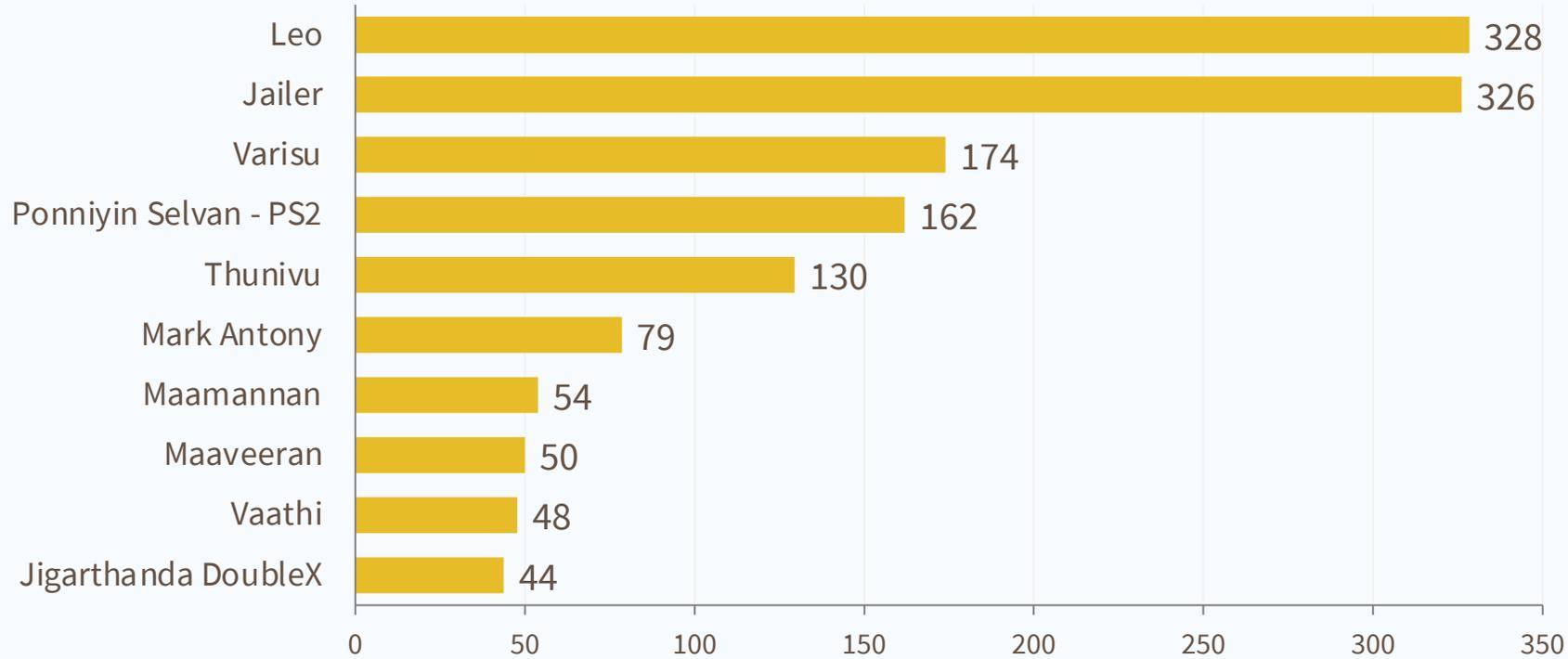


At 22.0 Cr footfalls (best-ever, at least in the last decade), Tamil cinema ranks third, only behind Hindi and Telugu cinema.



# Tamil: Top 10 Films

## Gross Box Office (₹ Cr)



Two Tamil films crossed the ₹300 Cr mark in 2023, while three other films crossed the ₹100 Cr mark.

The top 10 films contributed 71% to the total Tamil box office in 2023, vis-à-vis 68% in 2022, indicating that the industry became even more dependent on big-ticket/ event films in 2023.

*Lifetime gross has been estimated for films that are still running in theatres  
For films released in multiple languages, only Tamil versions have been reported in this chart*



# LANGUAGE-WISE PERFORMANCE HOLLYWOOD FILMS



# Hollywood: India Box Office

Gross Box Office (₹ Cr)



2023 was an underwhelming year for Hollywood, with the industry experiencing de-growth over 2022, and being at the 2016/2017 level in 2023.



# Hollywood: India Footfalls

in Crore

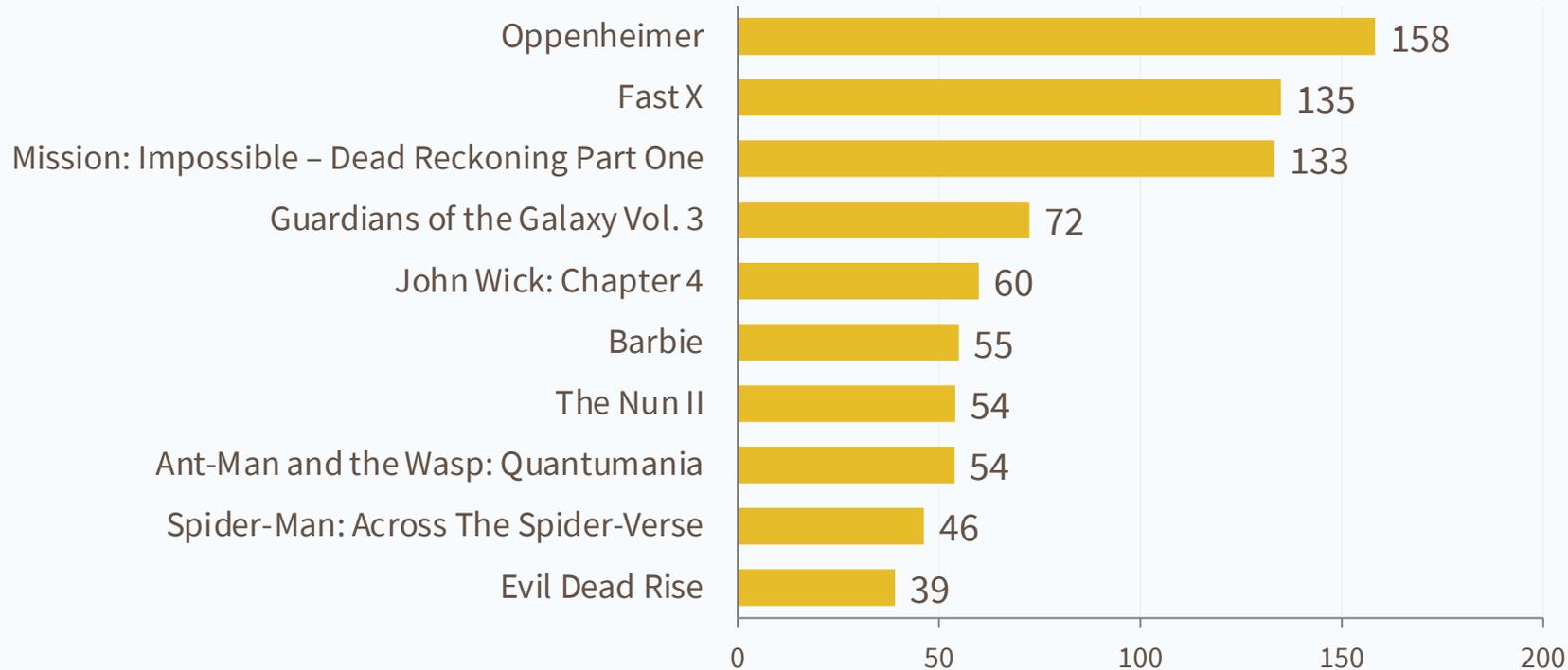


Excluding the two pandemic-affected years, Hollywood footfalls in India fell below the 5 Cr mark for the first time since 2014.



# Hollywood: Top 10 Films

## Gross Box Office (₹ Cr)



While three films crossed the ₹100 Cr mark, the absence of any ₹200+ Cr films limited the box office performance of Hollywood in India in 2023.

Except Oppenheimer, all films in the top 10 list are franchise-led, highlighting the limited potential of non-franchise Hollywood content in India.

*Lifetime gross has been estimated for films that are still running in theatres  
Figures include all language versions*



# LANGUAGE-WISE PERFORMANCE MALAYALAM FILMS



# Malayalam: Domestic Box Office

Gross Box Office (₹ Cr)

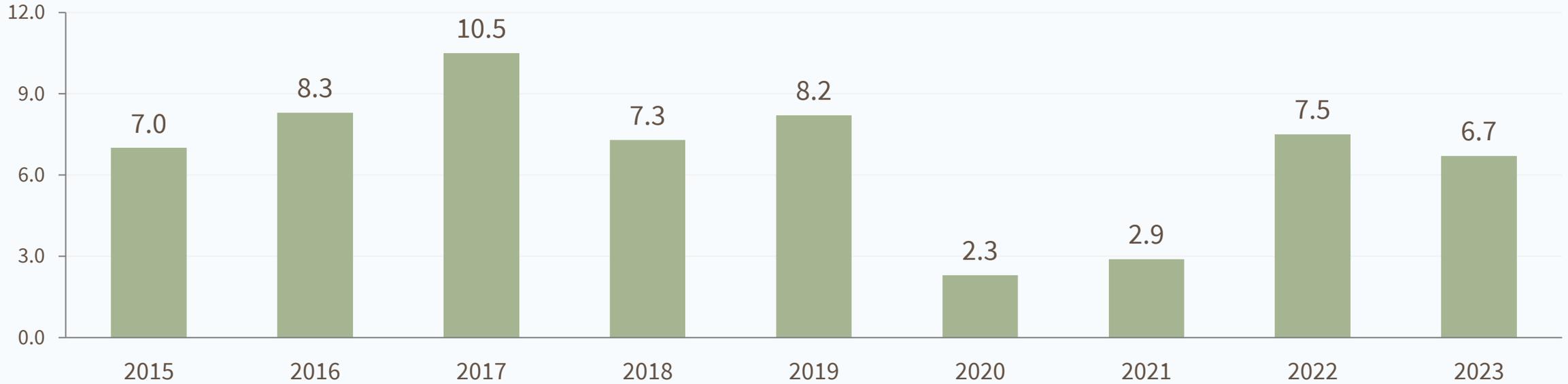


Malayalam theatrical business shrunk by 10% in 2023, going below the ₹600 Cr mark.



# Malayalam: Domestic Footfalls

in Crore

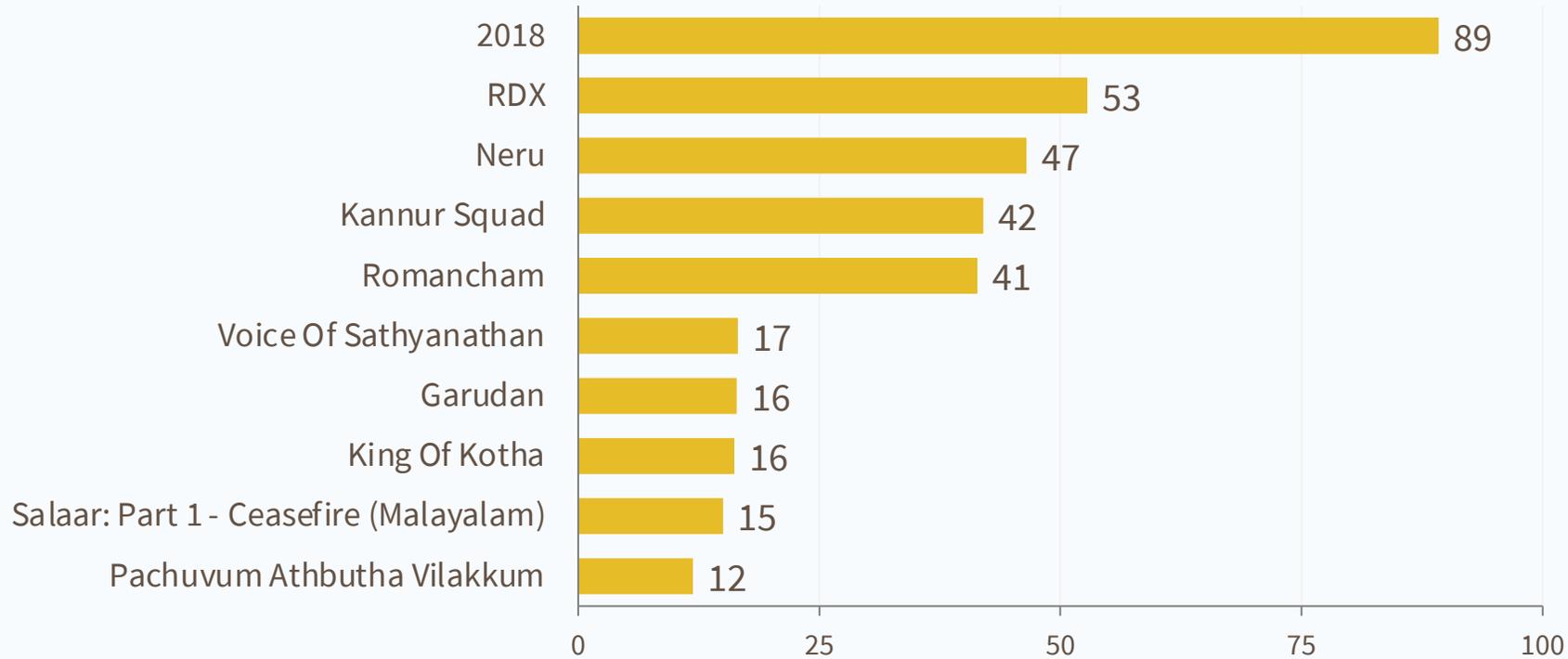


Excluding the two pandemic-affected years, Malayalam footfalls dropped below the 7.0 Cr mark for the first time since at least 2015.



# Malayalam: Top 10 Films

## Gross Box Office (₹ Cr)



Two films crossed the ₹50 Cr mark, with '2018' becoming the biggest grosser of all time for Malayalam cinema.

Only 13 films crossed ₹10 Cr, and 19 films crossed ₹5 Cr, vis-à-vis 18 & 32 in 2022, indicating that the industry suffered from the lack of a good second string of releases in 2023.

*Lifetime gross has been estimated for films that are still running in theatres  
For films released in multiple languages, only Malayalam versions have been reported in this chart*



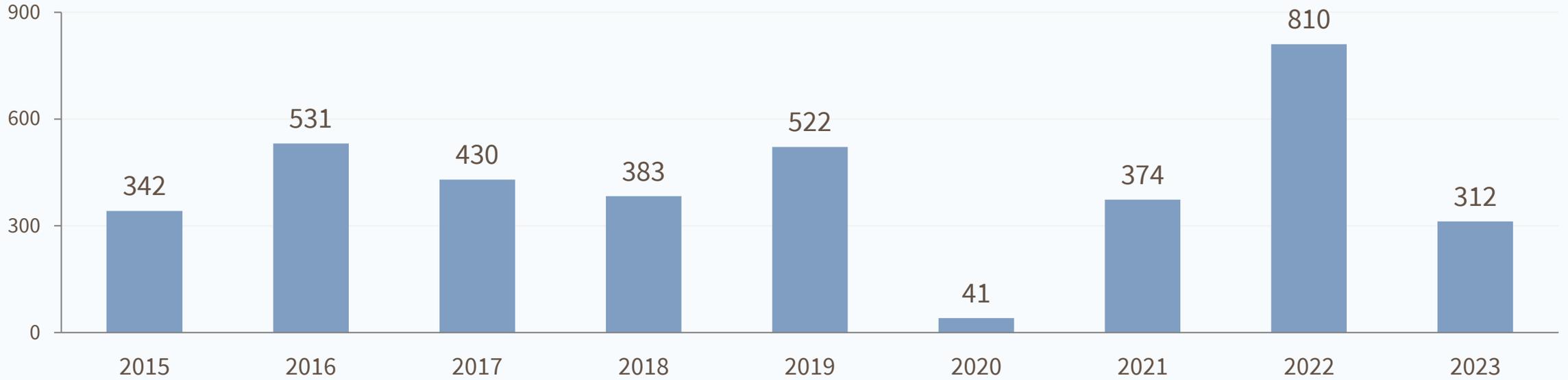
# LANGUAGE-WISE PERFORMANCE

## KANNADA FILMS



# Kannada: Domestic Box Office

Gross Box Office (₹ Cr)

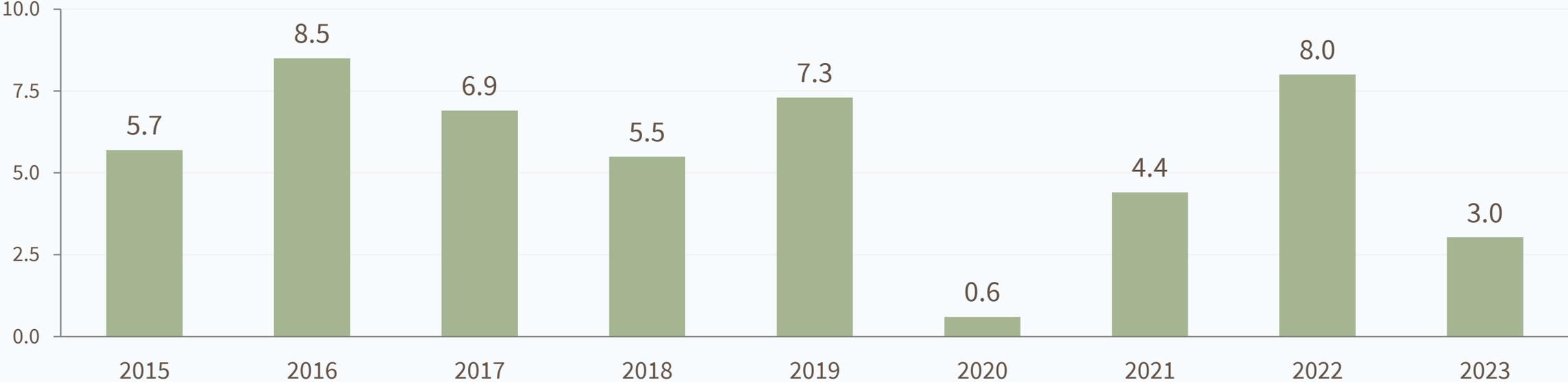


2023 performed very poorly for Kannada cinema, with even the pandemic-affected 2021 being higher than it.



# Kannada: Domestic Footfalls

in Crore

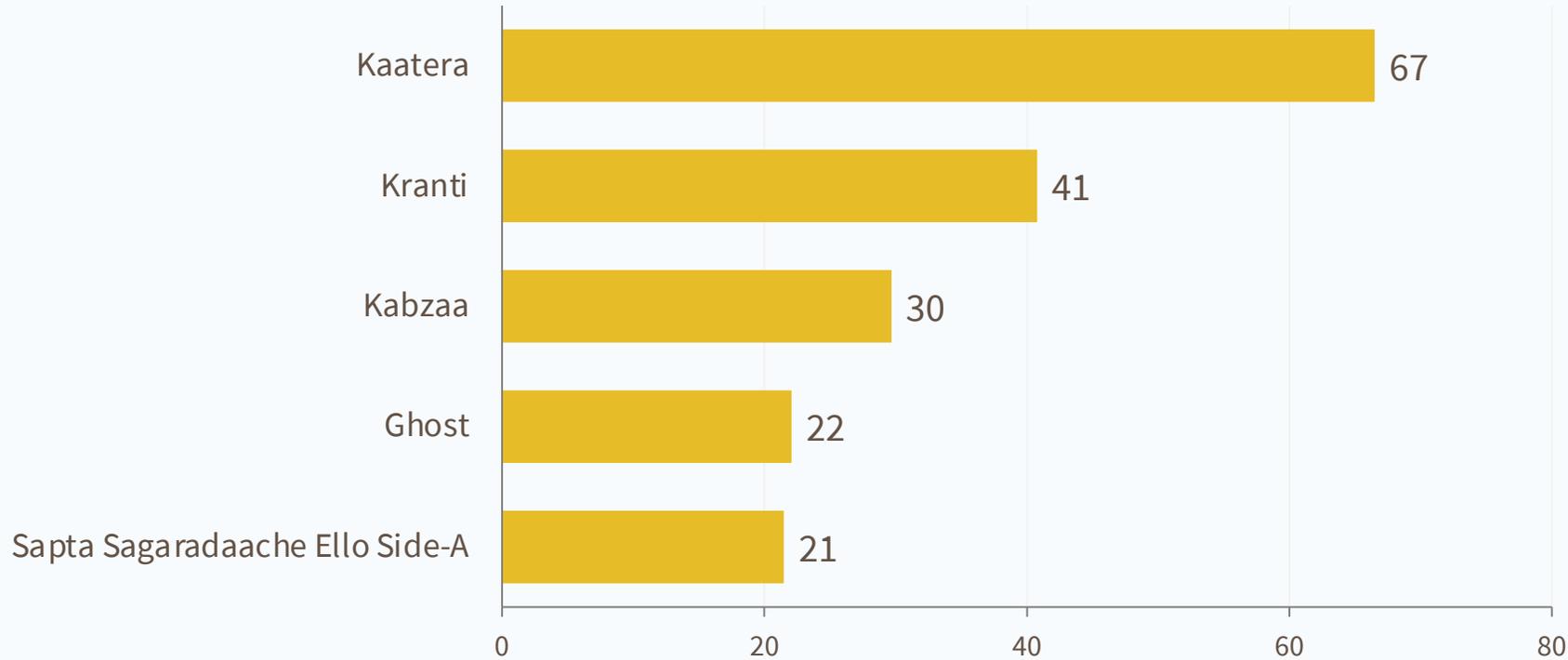


Footfalls also saw a huge drop of 63%, and just managed to touch the 3 Cr mark by the end of 2023.



# Kannada: Top 5 Films

## Gross Box Office (₹ Cr)



Only five films crossed the ₹20 Cr mark, highlighting how the absence of successful big-ticket films affected the Kannada film industry in 2023.

*Lifetime gross has been estimated for films that are still running in theatres  
For films released in multiple languages, only Kannada versions have been reported in this chart*

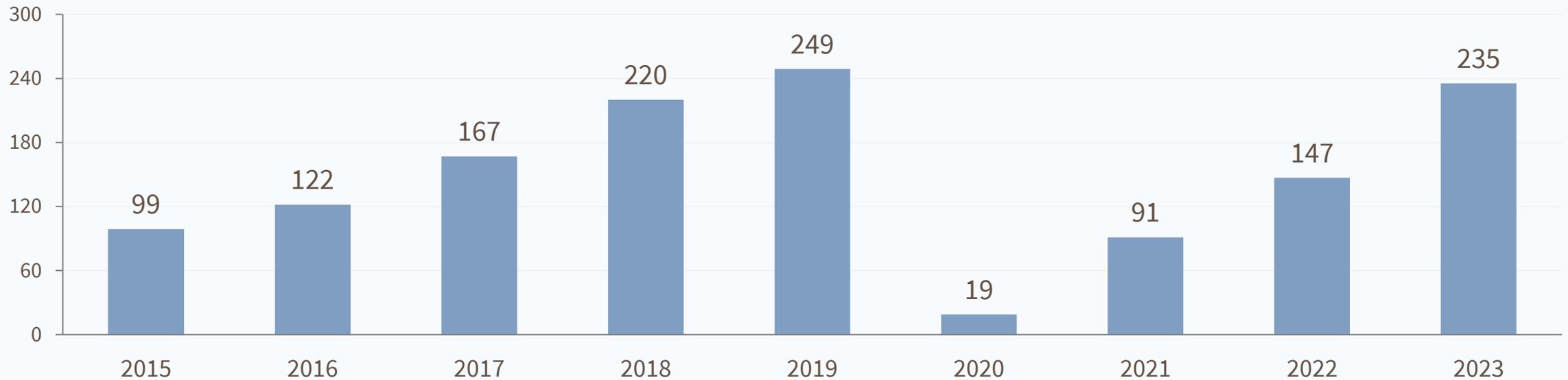


# LANGUAGE-WISE PERFORMANCE PUNJABI FILMS



# Punjabi: Domestic Box Office

Gross Box Office (₹ Cr)

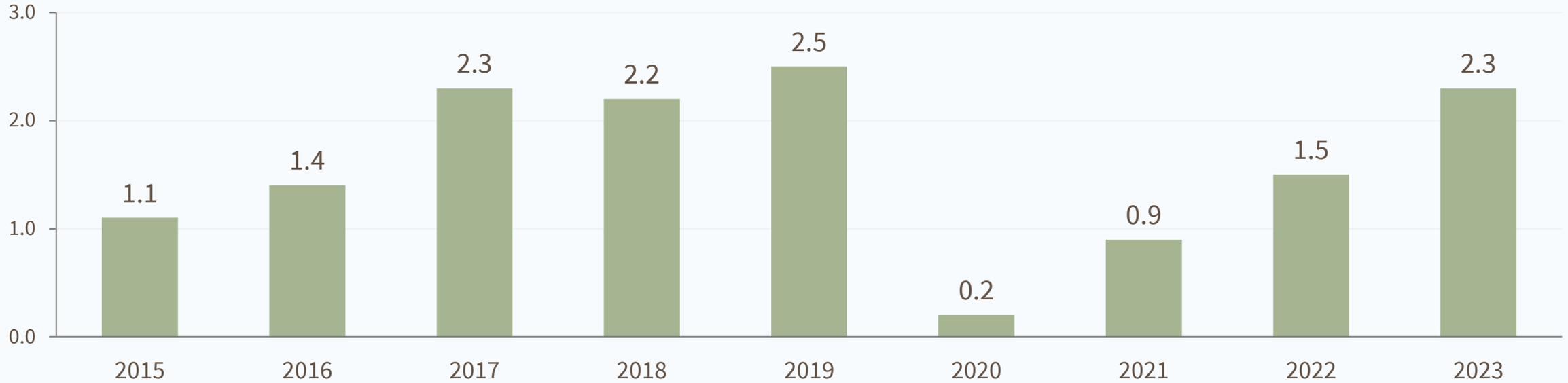


After a low-key 2022, Punjabi box office witnessed resurgence in 2023, and fell just short of becoming the best-ever year for Punjabi cinema in India.



# Punjabi: Domestic Footfalls

in Crore

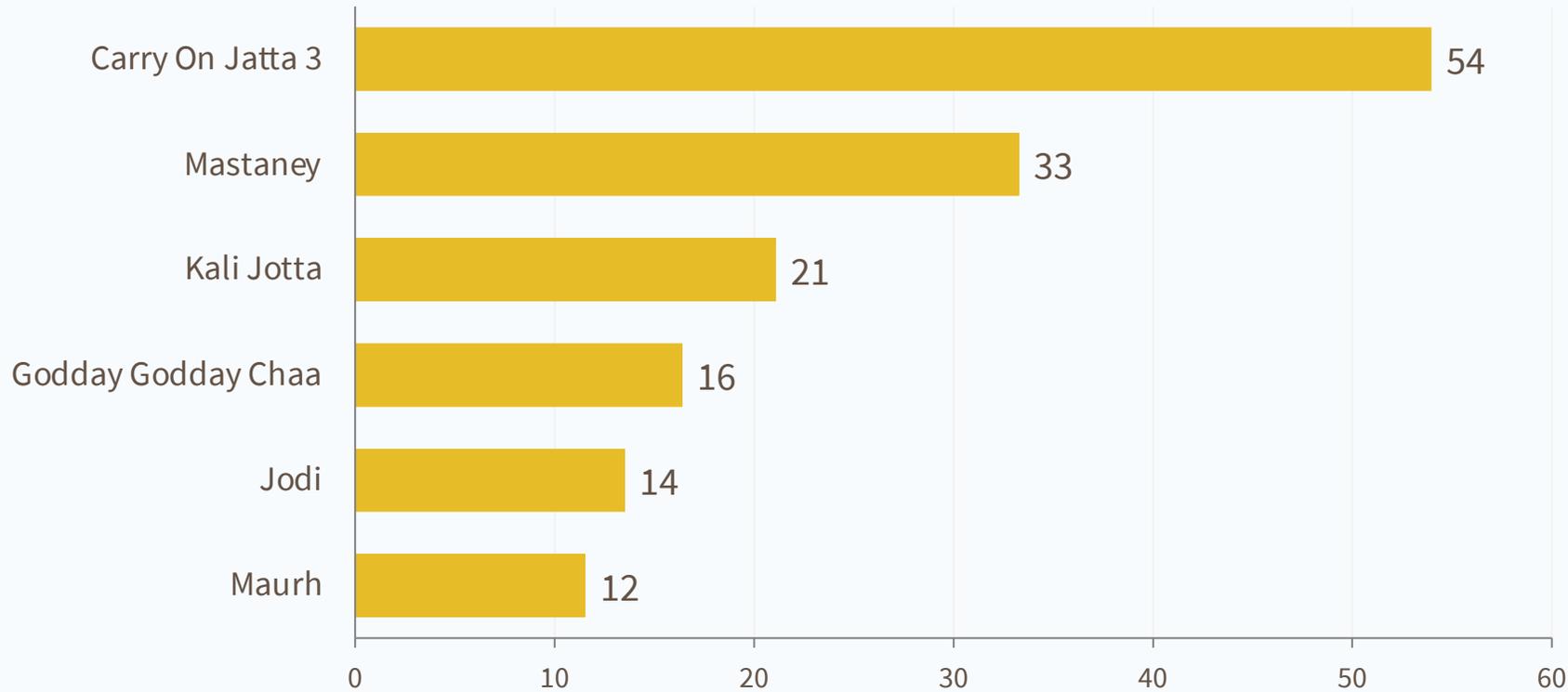


Punjabi footfalls reached the pre-pandemic levels, crossing the 2.0 Cr mark this year.



# Punjabi: Top 6 Films

## Gross Box Office (₹ Cr)



Carry On Jatta 3 crossed the ₹50 Cr mark, becoming the top-grossing Punjabi film of all time, and contributing 23% to the Punjabi box office in 2023.

Six Punjabi films managed to gross ₹10+ Cr, vis-à-vis only two in 2022.

*Lifetime gross has been estimated for films that are still running in theatres*



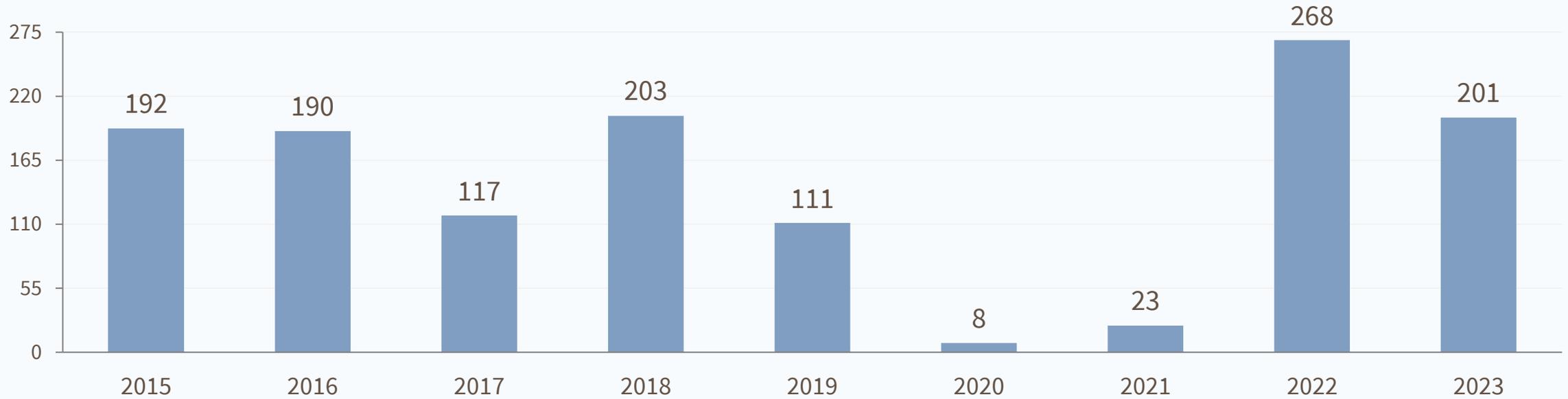
# LANGUAGE-WISE PERFORMANCE

## MARATHI FILMS



# Marathi: Domestic Box Office

Gross Box Office (₹ Cr)

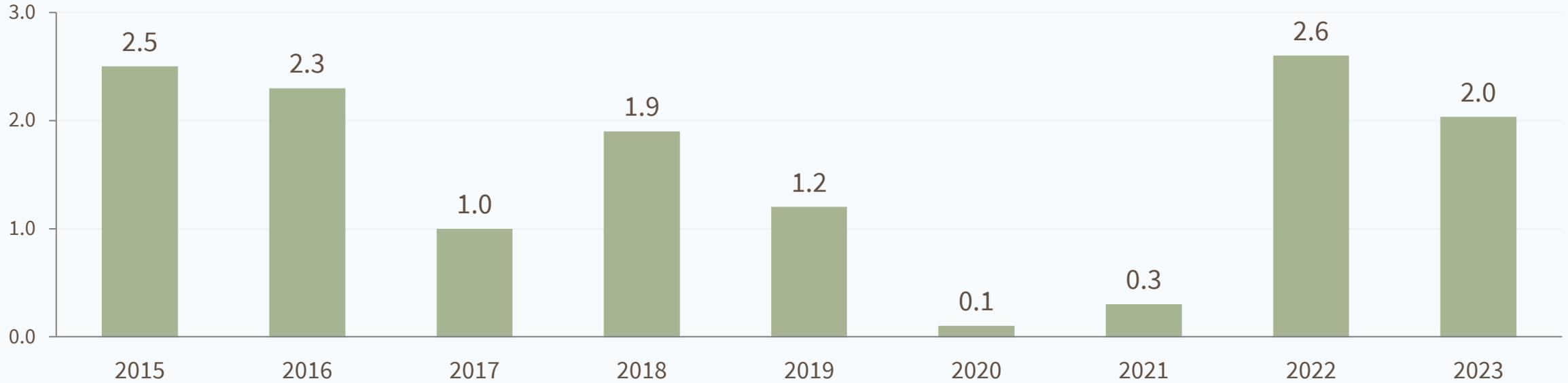


Marathi cinema barely went past the ₹200 Cr mark in 2023, de-growing by 25% vis-à-vis 2022.



# Marathi: Domestic Footfalls

in Crore

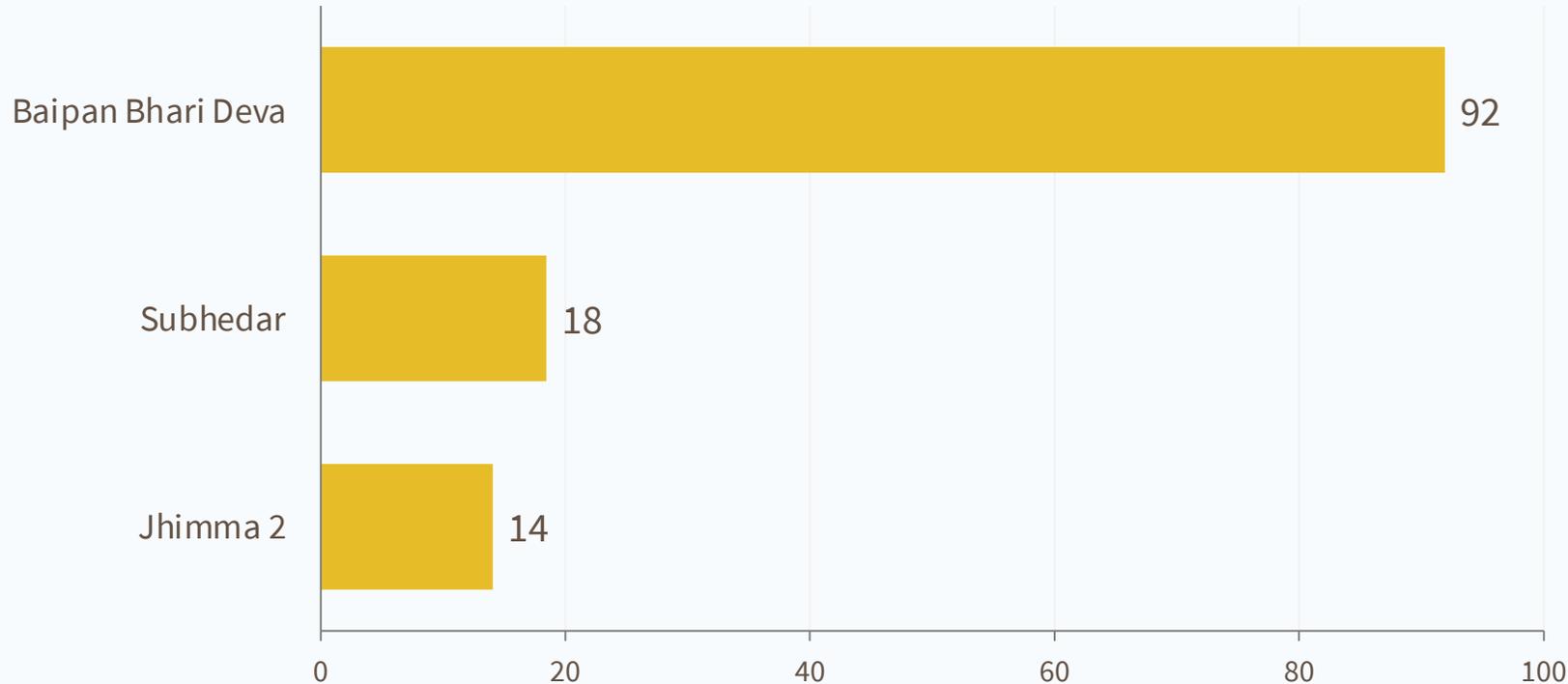


The footfalls for Marathi BO just managed to touch the 2.0 Cr mark in 2023.



# Marathi: Top 3 Films

## Gross Box Office (₹ Cr)



Baipan Bhari Deva grossed ₹90 Cr+, and single-handedly contributed 46% to the Marathi box office of 2023, thereby becoming the second-highest-grossing Marathi film of all time after Sairat.

However, only three films, including it, managed to cross the ₹10 Cr mark, highlighting the absence of popular films in Marathi cinema in 2023.

*Lifetime gross has been estimated for films that are still running in theatres  
For films released in multiple languages, only Marathi versions have been reported in this chart*

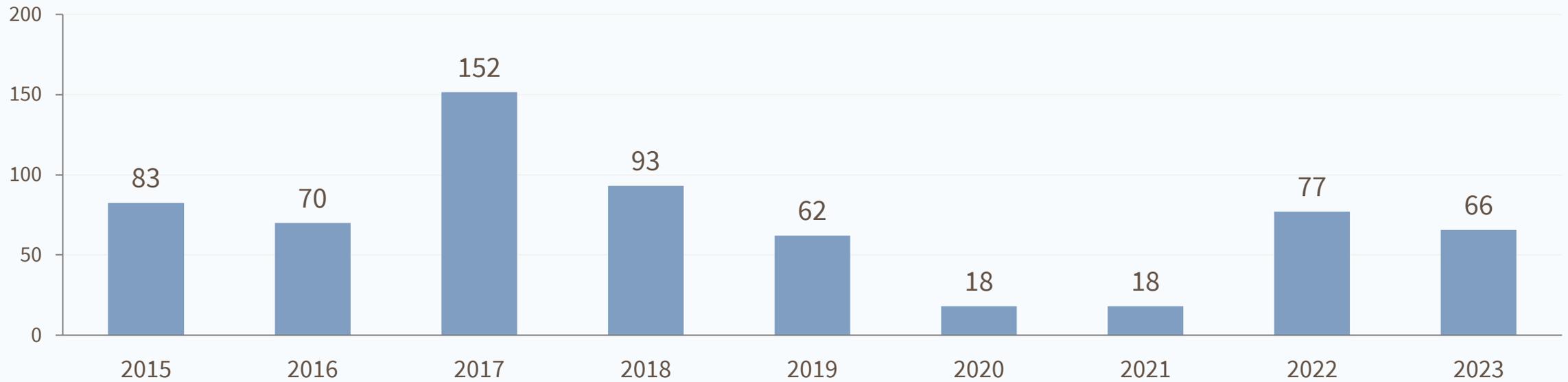


# LANGUAGE-WISE PERFORMANCE BENGALI FILMS



# Bengali: Domestic Box Office

Gross Box Office (₹ Cr)

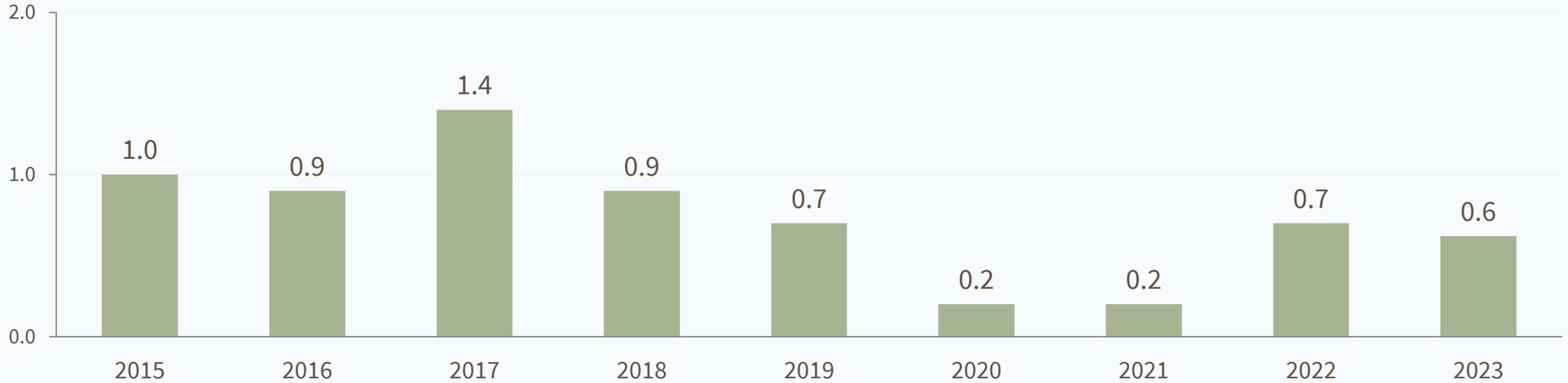


Bengali box office witnessed 14% de-growth in 2023, vis-à-vis 2022.



# Bengali: Domestic Footfalls

in Crore



With only three films (Dawshom Awbotaar, Pradhan, and Bagha Jatin) crossing the ₹5 Cr mark, Bengali cinema's total annual footfalls stood at only 6 Mn in 2023.



# Methodology

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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.





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