



India is back... at the theatres

A new report by GroupM and Ormax Media illustrates the record-breaking resurgence of theatrical business in the first four months of 2022

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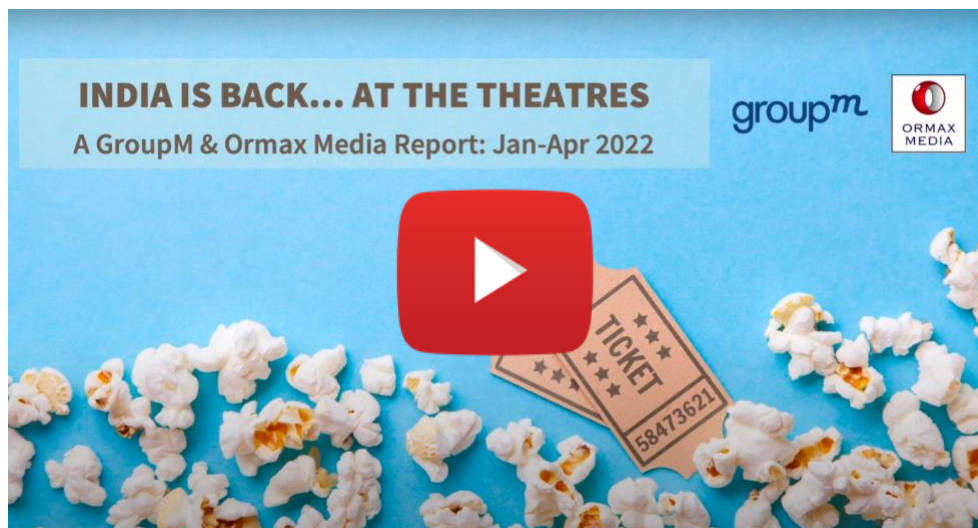
Summary

- 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
 - 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 till date
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Not too long ago, several analysts were busy writing the obituary of the cinema exhibition sector in India. The pandemic saw prolonged shutting down of movie theatres in India, over large parts of 2020 and 2021. As a result, several high-profile releases, especially those in the Hindi language, were released directly on streaming. It was argued that this may be the beginning of the end of theatrical business. After all, who will go to a movie theatre and shell out their hard-earned money if the same content is available to them at no extra cost, as an existing subscriber of paid streaming platforms?

As it turns out, the cinemas are back in action, and at a level higher than ever before. Our new report, **India Is Back...At The Theatres**, in partnership with GroupM, paints a very optimistic picture regarding the future of big screen entertainment, in 2022 and beyond.

We will leave the report to do the rest of the talking. You can **download it [here](#)** in PDF format, or watch it in video format below.



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