



The India Box Office Report: August 2023

Strong box office results for Gadar 2, Jailer, and OMG 2 make August 2023 the best month this year so far at the Indian box office

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By Our Insights Desk

Summary

- Films released in August 2023 grossed ₹1,610 Cr at the domestic box office, the highest monthly figure since March 2022
- The cumulative box office for Jan-Aug releases stands at ₹7,444 Cr, which is 4% higher than the same period in 2022
- With the success of Jawan, 2023 is in strong contention to be the first-ever month to cross the ₹11,000 Cr mark at the Indian box office
- Gadar 2 emerged as the top film of the month, ahead of Jailer and OMG 2. All three films make it to the list of 10 grossers of the year so far

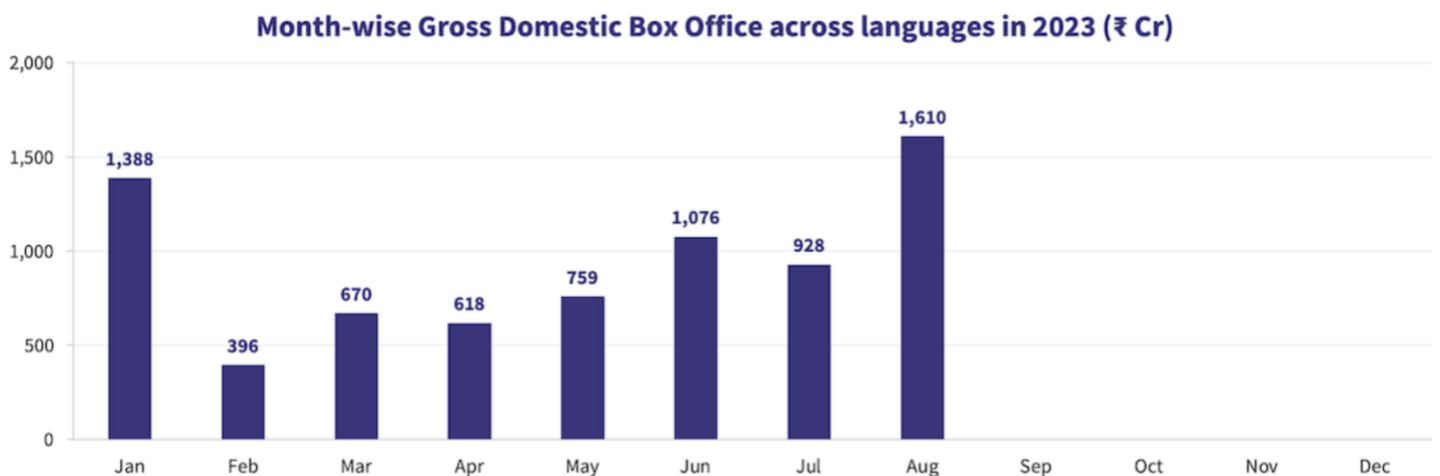
Our monthly feature called **The India Box Office Report**, tracks the performance of the various films released every month at the Indian (domestic) box office. Monthly reports are

published on this website in the third week of the following month. If the numbers for your film do not match those in our report, we will be happy to get information from you on the same, and update the report. Our email ID is mentioned at the end of this report below.

This is the August 2023 edition of the report. You can access the previous reports in the [Insights section](#) of this website.

Cumulative Box Office: August 2023

Films released in August 2023 grossed **₹1,610 Cr** (including estimated incremental box office of films still running in theatres), making it the best month at the box office this year, surpassing January 2023, which saw the release of Pathaan. August 2023 is also the best month in terms of box office collections since March 2022, in which RRR and The Kashmir Files had released.



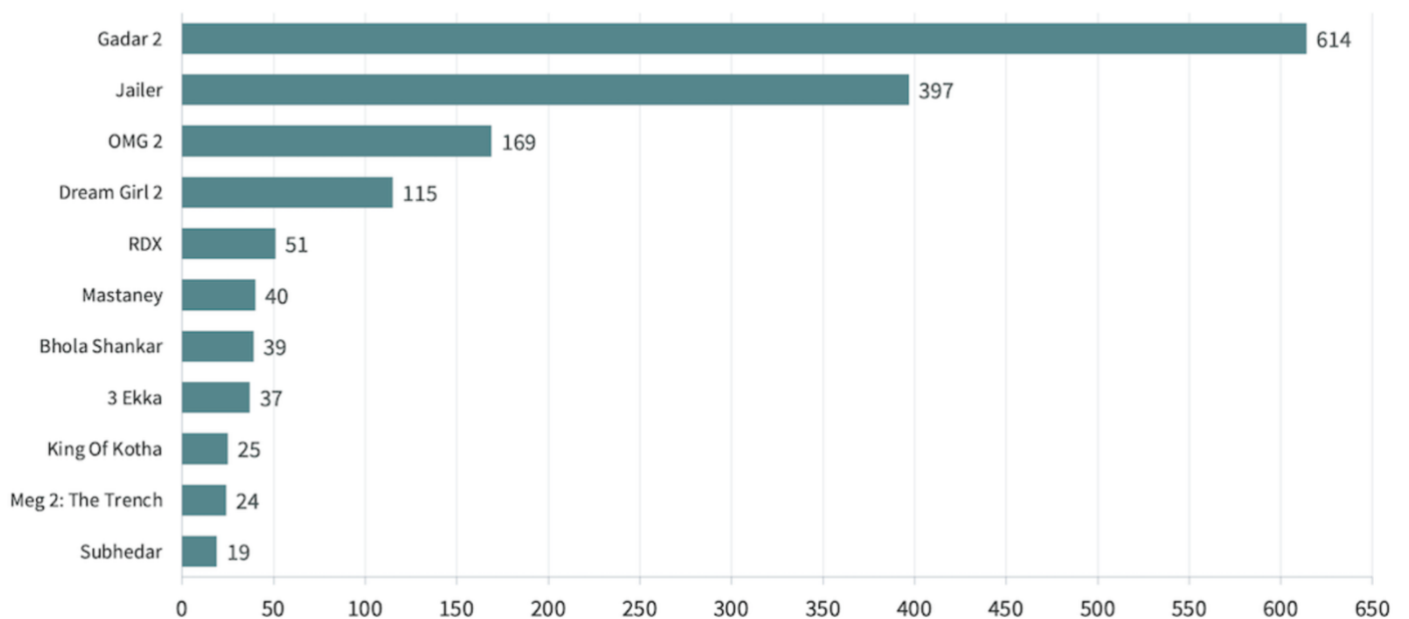
The cumulative box office for Jan-Aug releases stands at **₹7,444 Cr**, which is 4% higher than the same period in 2022. This is the first time that this year's cumulative collections have surpassed those of last year, for the same period. With the huge box office numbers of

Jawan, September 2023 is set up to be another strong month at the Indian box office, though the postponement of Salaar: Part 1 - Ceasefire may prevent it from being higher than August 2023. Currently, on pro-rata basis, 2023 can be estimated to gross ₹11,166 Cr, which is 5% more than 2022 ([see our 2022 box office report](#)). The ₹11,000 Cr annual mark has never been breached at the Indian box office before.

Top 10 Films

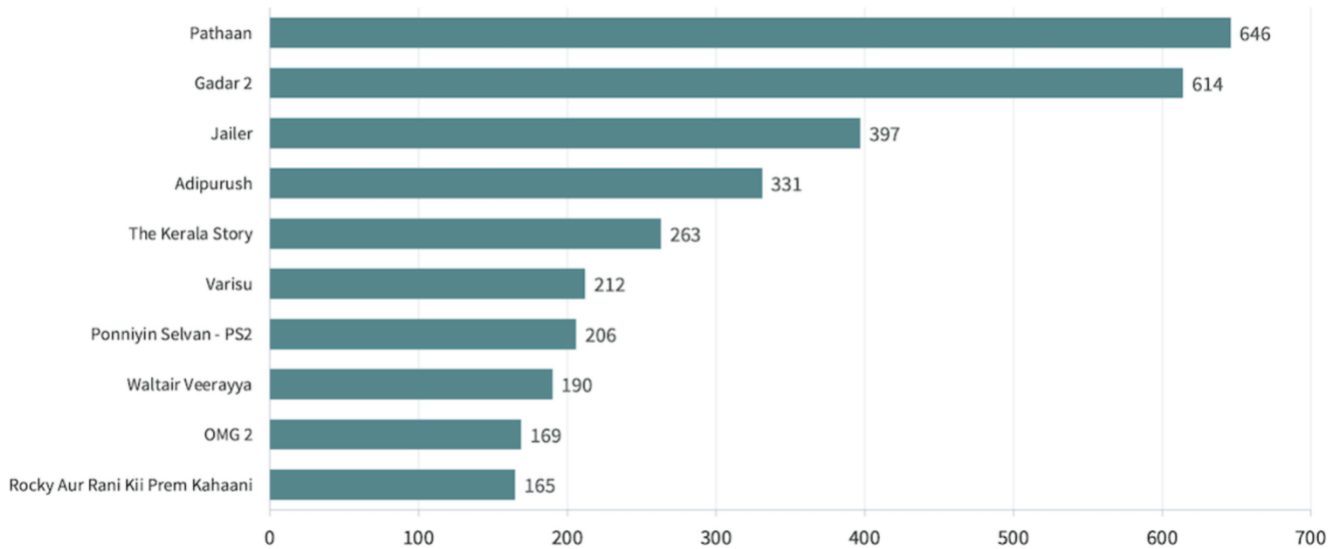
The chart below lists the top 10 films released in August 2023, based on their box office performance in India.

Top 10 August 2023 releases, based on Gross Domestic Box Office across all language versions (₹ Cr)



Gadar 2 emerged as the top film of the month by a wide margin, ahead of Jailer and OMG 2. All three films manage to feature on the list of top grossers of the year so far, at no. 2, no. 3, and no. 9. respectively. Gujarati film 3 Ekka has done exceptionally well, and could end up being the highest-grossing Gujarati film of all time.

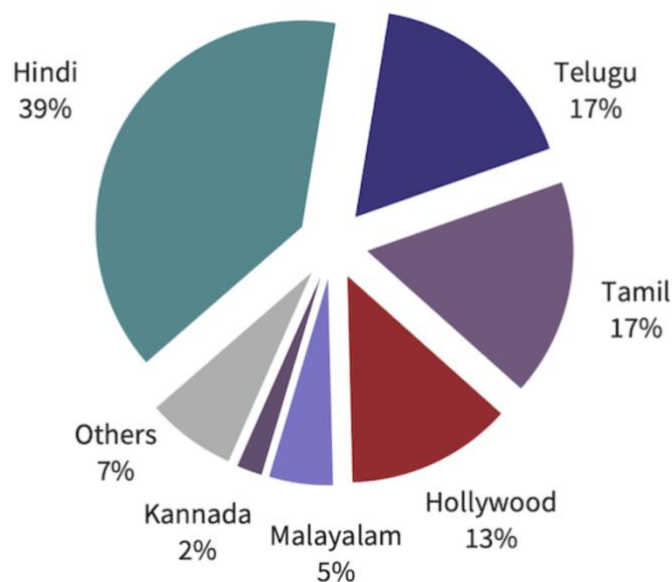
Top 10 releases of 2023 (Jan-Aug), based on Gross Domestic Box Office across all language versions (₹ Cr)



Language Share

For language share calculation, language-wise box office of films releasing in multiple languages is assigned to the corresponding language. However, for Hollywood, the data for all languages is reported under the language head ‘Hollywood’.

Language Share of Gross Domestic Box Office (Jan-Aug 2023)



Gadar 2's success results in the share of Hindi language increasing from 35% last month, to 39% currently. Compared to the same period last year, Hindi language's contribution to Indian box office is 6 percentage points higher in 2023. As a result of 3 Ekka (Gujarati) and Subedar's (Marathi) box office performance in August, the share of other languages stands at a healthy 7%.

How to read the numbers in this report?

Different language industries follow different reporting conventions (Gross, Nett or Share). We have used Gross Box Office as the unified measure for this report. For films releasing in multiple languages, collections are added up across languages to arrive at the film's Gross Box Office at an all-India level.

Some films may be running in theatres at the time of publishing this report every month. For these films, Gross Box Office is estimated based on the latest trends available. Hence, it is normal that some numbers may be updated in the following month's report, once actual collections have been estimated.

Numbers for a film are assigned to the month of its release, even if the business is spread over two or more months. For example, Pathaan released on January 25, 2023, and a sizeable component of the film's business was registered in February 2023. However, in the analysis, Pathaan's entire box office has been credited to the month of January.

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