



# **The India Box Office Report: February 2024**

February 2024 was a modest grosser for the Indian film industry, with total collections of ₹625 Cr. However, Malayalam cinema, led by Manjummel Boys, had its best-ever month at the box office.

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# Summary

- Films released in February 2024 grossed ₹625 Cr at the domestic box office
- The cumulative box office for Jan-Feb releases stands at ₹1,557 Cr, which is 11% lower than the same period in 2023
- Manjummel Boys emerged as the top film of the month, in the process, becoming the highest-grossing Malayalam film of all time
- With the top 5 films of the month featuring three Malayalam films, i.e., Manjummel Boys, Premalu, and Bramayugam, February 2024 has turned out to be the best-ever month for Malayalam cinema at the box office

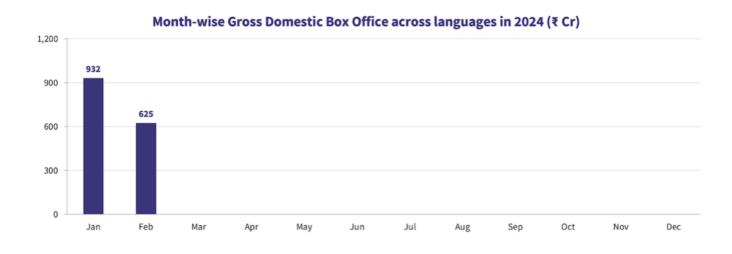


Our monthly feature called **The India Box Office Report**, tracks the performance of the various films released every month at the Indian (domestic) box office. Monthly reports are published on this website in the third week of the following month. If the numbers for your film do not match those in 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 February 2024 edition of the report. You can access the previous reports in the <u>Insights section</u> of this website.

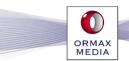
#### **Cumulative Box Office: February 2024**

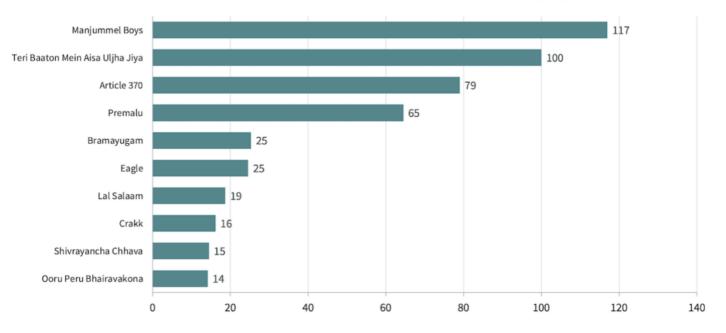
Films that released in February 2024 grossed a modest ₹625 Cr, with Manjummel Boys emerging as the top-grossing film of the month, also becoming the highest-grossing Malayalam language film of all time, at the domestic in the process.



# **Top 10 Films**

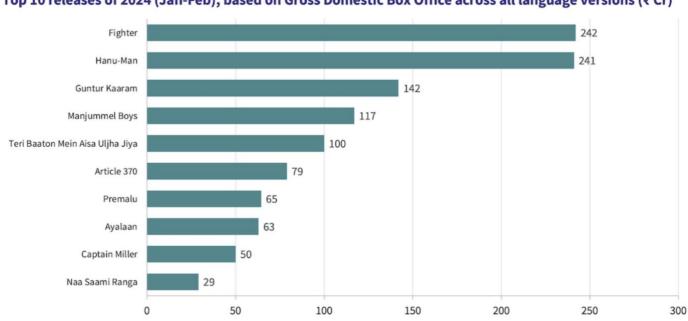
The chart below lists the top 10 films released in January 2024, based on their box office performance in India.





### Top 10 February 2024 releases, based on Gross Domestic Box Office across all language versions (₹ Cr)

Hindi film Teri Baaton Mein Aisa Uljha Jiya also touched the ₹100 Cr gross mark. Top 5 films of the month feature three Malayalam films, i.e., Manjummel Boys, Premalu, and Bramayugam.

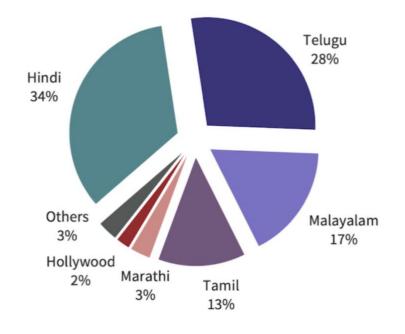


#### Top 10 releases of 2024 (Jan-Feb), based on Gross Domestic Box Office across all language versions (₹ Cr)



# 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-Feb 2024)

Fighter, Teri Baaton Mein Aisa Uljha Jiya, and Article 370 are the only three Hindi films in the top 10 films of the year thus far. Hindi cinema has contributed 34% to the domestic box office so far, which is 10 percentage points lower than 2023 (44% share). The success of multiple films has resulted in the share of Malayalam films being at 17%, higher than Tamil, Hollywood and Kannada, during these early days of 2024. Malayalam's share was only 5% in 2023.



# 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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