



## The India Box Office Report: Jan-Jun 2024

The first half of 2024 closes at just above the ₹5,000 Cr gross mark at the India box office, with Kalki 2898 AD leading the way as the top film of the year by a wide margin

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By Our Insights Desk

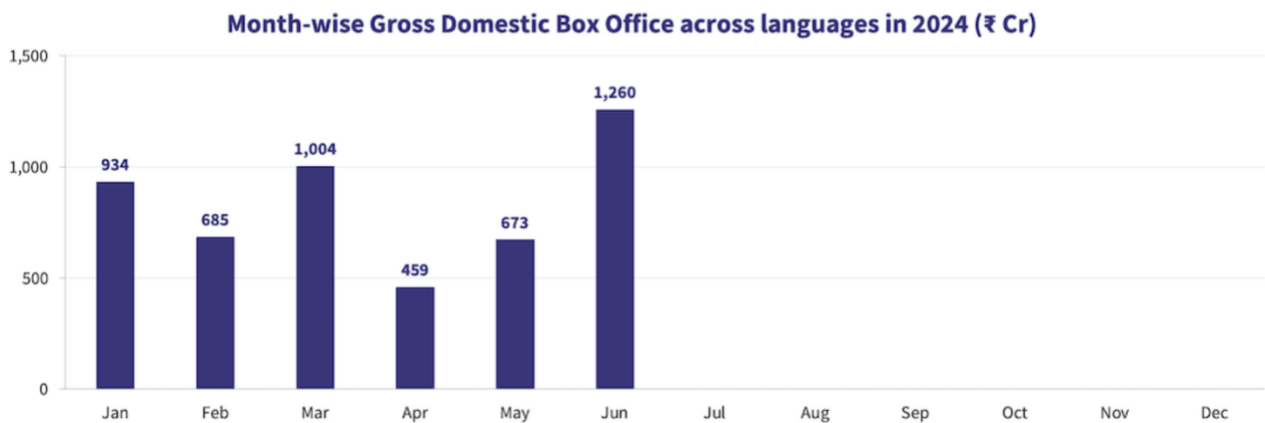
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### Summary

- The cumulative gross domestic box office for Jan-Jun 2024 release stands at ₹5,000 Cr, which is 3% higher than the same period in 2023
  - Kalki 2898 AD is the highest-grossing film in the first half of 2024, contributing to 15% of the overall India box office this year
  - The share of Malayalam language has gone up to 15%, up from 5% in the same period in 2023. In the first six months of 2024, Malayalam cinema has already grossed more than its entire collections in 2023
  - Similar to 2023, there is a strong roster of films awaiting release in the second half of 2024, across languages, that could put this year's box office performance at par with 2023
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Our monthly feature **The India Box Office Report** tracks the performance of the various films released every month at the Indian (domestic) box office. In this mid-year edition, we look at the overall performance of the Indian box office in the six-month period, from January to June 2024.

**Cumulative Box Office: Jan-Jun 2024**



Indian box office had its best month this year in June 2024, with the gross collections crossing over ₹1,200 Cr (including estimated future collections of June releases). This is primarily due to the performance of Kalki 2898 AD across various markets, contributing to over 60% of the box office of the month. Other major contributors include Munjya (Hindi), Maharaja (Tamil), Chandu Champion (Hindi), and Jatt & Juliet 3 (Punjabi).

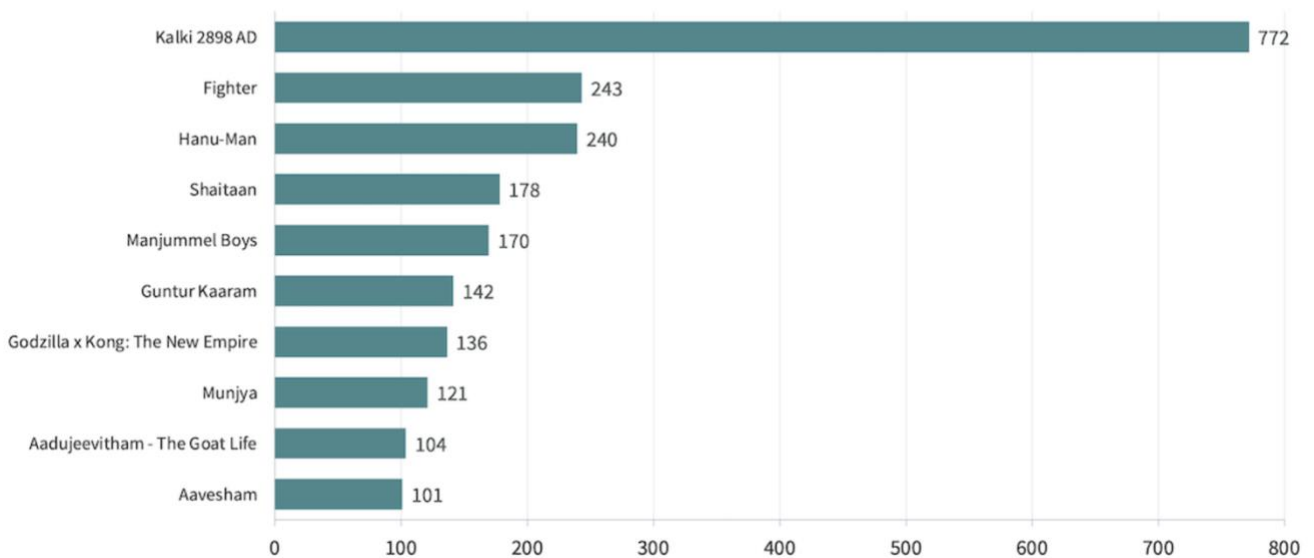
The cumulative box office for Jan-Jun releases stands at ₹5,015 Cr, which is 3% higher than the same period in 2023. Much like last year, the second half of 2024 is expected to perform better than the first half, with a strong roster lined up in across languages like Pushpa 2: The Rule, Stree 2, Singham Again, Bhool Bhulaiyaa 3, The Greatest Of All Time, and Devara.



### Top 10 Films (Jan-Jun 2024)

Kalki 2898 AD is the highest-grossing film in the first half of 2024, with its box office collections being over three times of that of Fighter, which is the second-highest grosser of the year, just ahead of Hanu-Man. Kalki 2898 AD has contributed over 15% to the overall collections so far in the year. This reliance on a big property like Kalki 2898 AD further goes to show the trend of increasing contribution of the top films at the Indian box office.

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

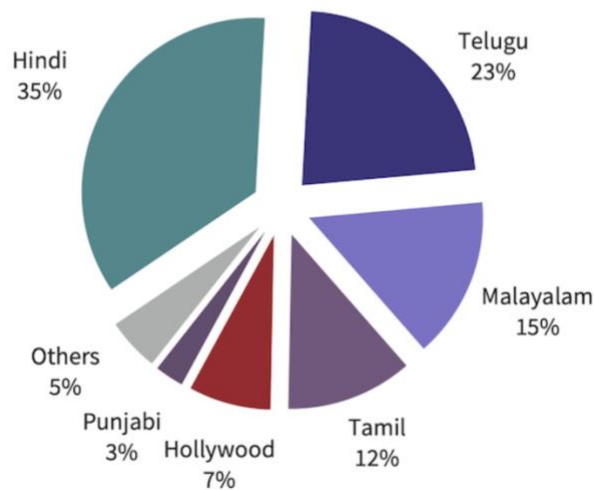


Interestingly, no Tamil films make it the list of top 10 films list at the end of June 2024 (There were three Tamil films in the top 10 for the same period last year). The top 10 list has three films each with Telugu, Hindi and Malayalam as their original language, and one Hollywood film.

### 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-Jun 2024)**



Hindi cinema has witnessed a slight reduction in its share of the India box office when compared to the same period last year, from 37% to 35%. This is a result of no films managing to break out significantly at the box office so far this year. like Pathaan did, in the

first half of 2023. In the first six months of 2024, Malayalam cinema has already grossed more than its entire collections in 2023. The language share of the industry is 15%, which is thrice of its language share of 5% in the first half of 2023.

Telugu films have managed to hold onto their share, and Punjabi films (due to the performance of Jatt & Juliet 3 in June 2024) have increase their share. On the other hand, Tamil and Hollywood films have lost share (5 percentage points each) when compared to the same period of last year, even as Kannada films have been marginalised this year, with just 1% share.

### **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 (e.g., Kalki 2898 AD in this report), 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, Kalki 2898 AD released on June 27, 2024, and a sizeable component of the film's business was registered in July 2024. However, in the analysis, the film's entire box office has been credited to the month of June.

Monthly reports are published on this website in the third week of the following month. You can access the previous reports in the [Insights section](#) of this website.

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. You can mail us at [reports@ormaxworld.com](mailto:reports@ormaxworld.com).