



## The India Box Office Report: July 2022

Amid a declining trend, Thor: Love And Thunder and Vikrant Rona bring some respectability to July 2022 box office in India

Published on Aug 18, 2022

By Our Insights Desk

---

### Summary

- Films released in July 2022 grossed ₹ 628 Cr at the domestic box office. Each of the last four months have been lower than the previous month, highlighting a declining trend
  - This number takes the cumulative annual box office for the year to ₹ 6,322 Cr by the end of July
  - Thor: Love And Thunder and Vikrant Rona were the top 2 July grossers
  - Hindi cinema has contributed 34% to the annual box office in 2022 so far. However, a sizable part (41%) of this amount has come from Hindi dubbed version of South Indian films
-

Last month, we started our new monthly feature called the **The India Box Office Report**, which will track the performance of the various films released every month at the Indian (domestic) box office. Our testing and tracking work has expanded to multiple languages, and hence, we have been working extensively to build box office data using a mix of various credible industry sources. Monthly reports will be published on this website around the 15th of the following month. If you feel 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 July 2022 edition of the report. Access the June 2022 report [here](#)

### **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.

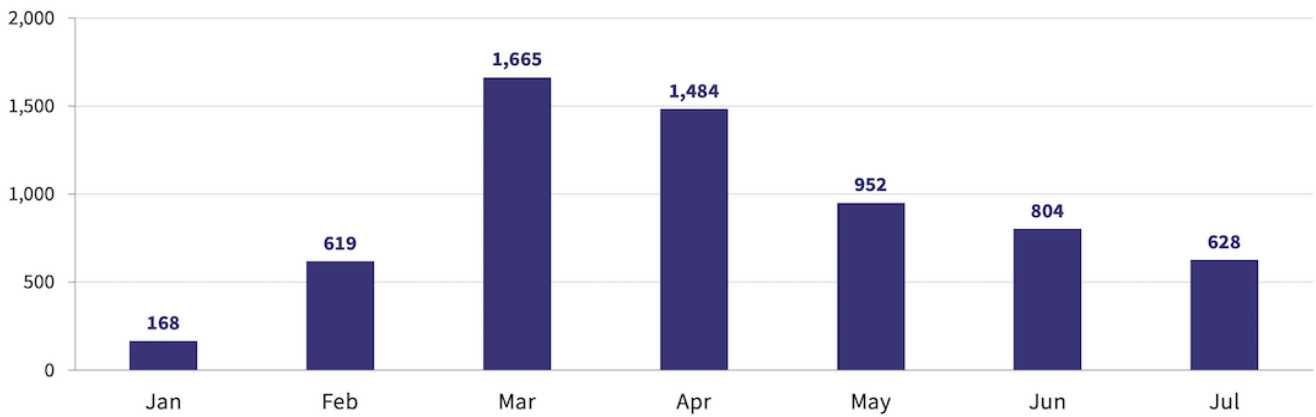
Some films may be running in theatres at the time of publishing this report every month. For these films (e.g., Vikrant Rona in this report), Gross Box Office is estimated based on the latest trends available. Hence, it is normal that some numbers may be updated in the following month's report, once 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, RRR released on March 25, 2022, and a sizeable component of the film's business was registered in April. However, in the analysis, RRR's entire box office has been credited to the month of March.

## Cumulative Box Office: July 2022

Films released in July 2022 grossed ₹ 628 Cr at the domestic box office. Each of the last four months have been lower than the previous month, highlighting a declining trend. This number takes the cumulative annual box office for the year to ₹ 6,322 Cr by the end of July.

**Month-wise Gross Domestic Box Office across languages in 2022 (₹ Cr)**

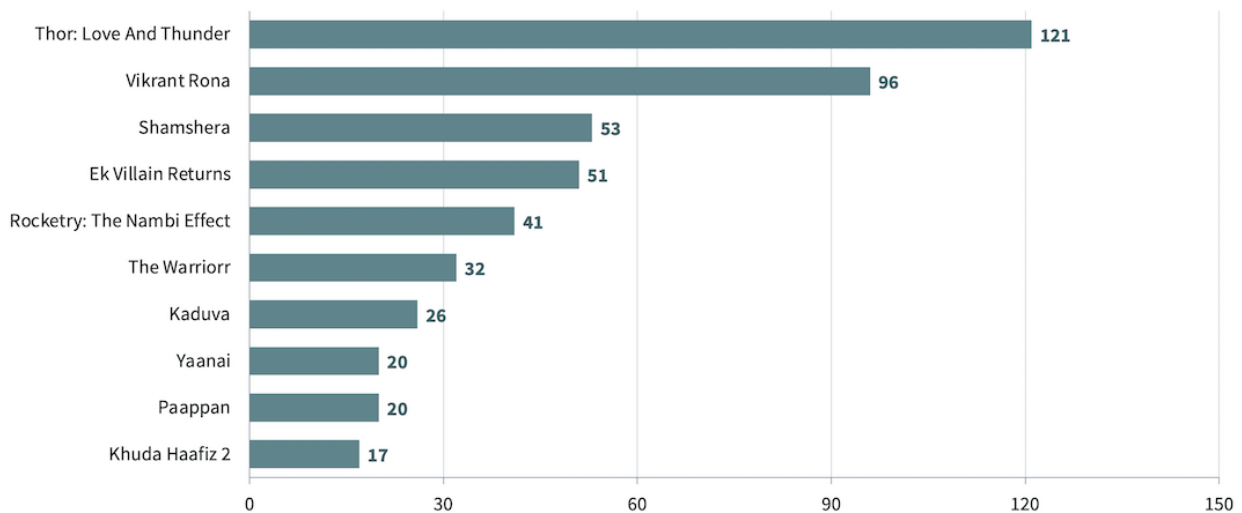


While the ₹ 10,948 Cr record set in the calendar year 2019 is still in sight, it's looking tougher because of the declining trend.

## Top 10 Films

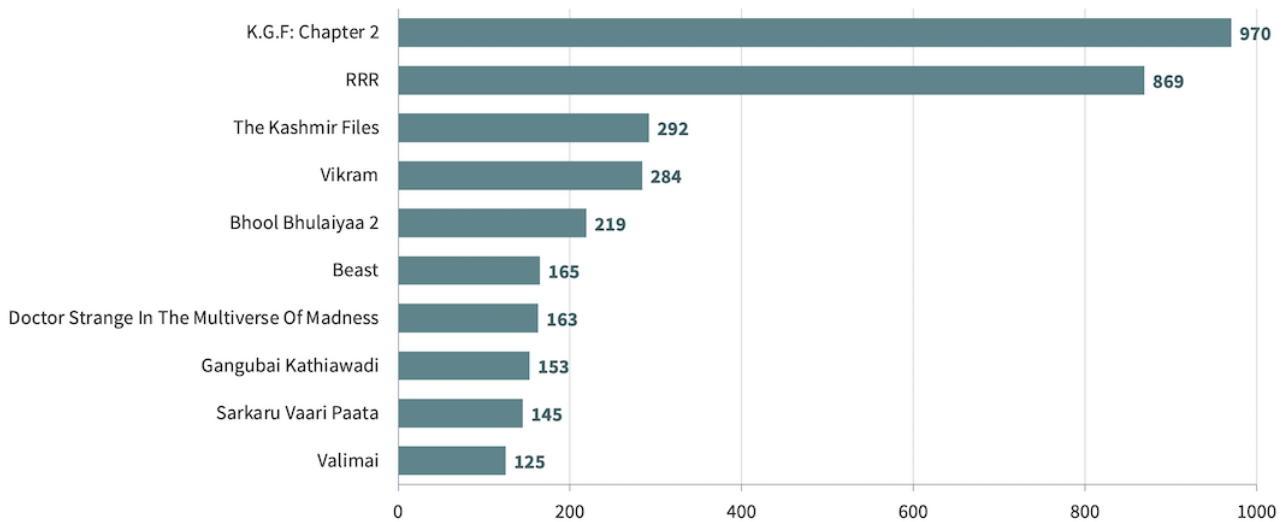
The chart below lists the top 10 films released in July 2022, based on their box office performance in India.

**Top 10 July 2022 releases based on Gross Domestic Box Office across all language versions (₹ Cr)**



Thor: Love And Thunder and Vikrant Rona take the top 2 spots, with the latter being a fraction short of the ₹ 100 Cr gross mark. None of these films make it to the top 10 list of 2022 till date (Jan-Jul), which remains unchanged vis-a-vis the previous month, and is dominated by the two huge ‘pan-India’ films K.G.F: Chapter 2 and RRR.

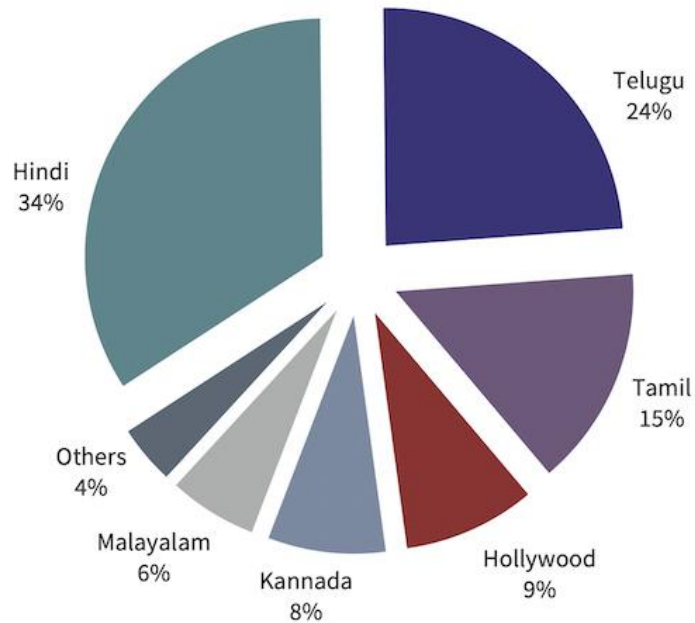
**Top 10 releases in 2022 (Jan-Jul), based on Gross Domestic Box Office across all language versions (₹ Cr)**



**Language Share**

Language share fluctuates at a monthly level, depending on the big releases that month. Hence, we will report language shares based on year-to-date numbers (Jan-Jul 2022 in this case). For this 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-Jul 2022)



At 34%, Hindi language’s share is higher than the pandemic years (28% in 2020 & 2021 cumulative), but lower than the pre-pandemic years (43% in 2018 and 39% in 2019). Importantly, 41% of Hindi box office in 2022 so far has come from films originally made in other languages, driven primarily by K.G.F: Chapter 2 and RRR.

For feedback and inquiries, you can mail us at [reports@ormaxworld.com](mailto:reports@ormaxworld.com)