



The India Box Office Report: March 2024

March was a good month for the Indian film industry, with collection of ₹971 Cr. Malayalam cinema continues its strong run, with Aadujeevitham – The Goat Life joining the list of successful films

Published on April 18, 2024

By Our Insights Desk

Summary

- Films released in March 2024 grossed ₹971 Cr at the domestic box office
 - The cumulative box office for Jan-Mar releases stands at ₹2,590 Cr, which is 7% higher than the same period in 2023
 - Shaitaan emerged as the top-grossing film of the month, ahead of Godzilla x Kong: The New Empire, and Aadujeevitham – The Goat Life, films that also grossed over ₹100 Cr each
 - Top 10 films of the month feature three Hollywood films, i.e., Godzilla x Kong: The New Empire, Kung Fu Panda 4, and Dune Part Two, after negligible collections by Hollywood films released in the first two months of the year
 - Aadujeevitham – The Goat Life continued the positive run of Malayalam films this year, taking the collective collections of the industry to ₹405 Cr, which is already around 71% of the entire Malayalam box office 2023
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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 March 2024 edition of the report. You can access the previous reports in the [Insights section](#) of this website.

Cumulative Box Office: March 2024

Films that released in March 2024 grossed a healthy **₹971 Cr**, with Shaitaan emerging as the top-grossing film of the month, ahead of Godzilla x Kong: The New Empire, and Adujeevitham - The Goat Life, films that also grossed over ₹100 Cr each.

Month-wise Gross Domestic Box Office across languages in 2024 (₹ Cr)

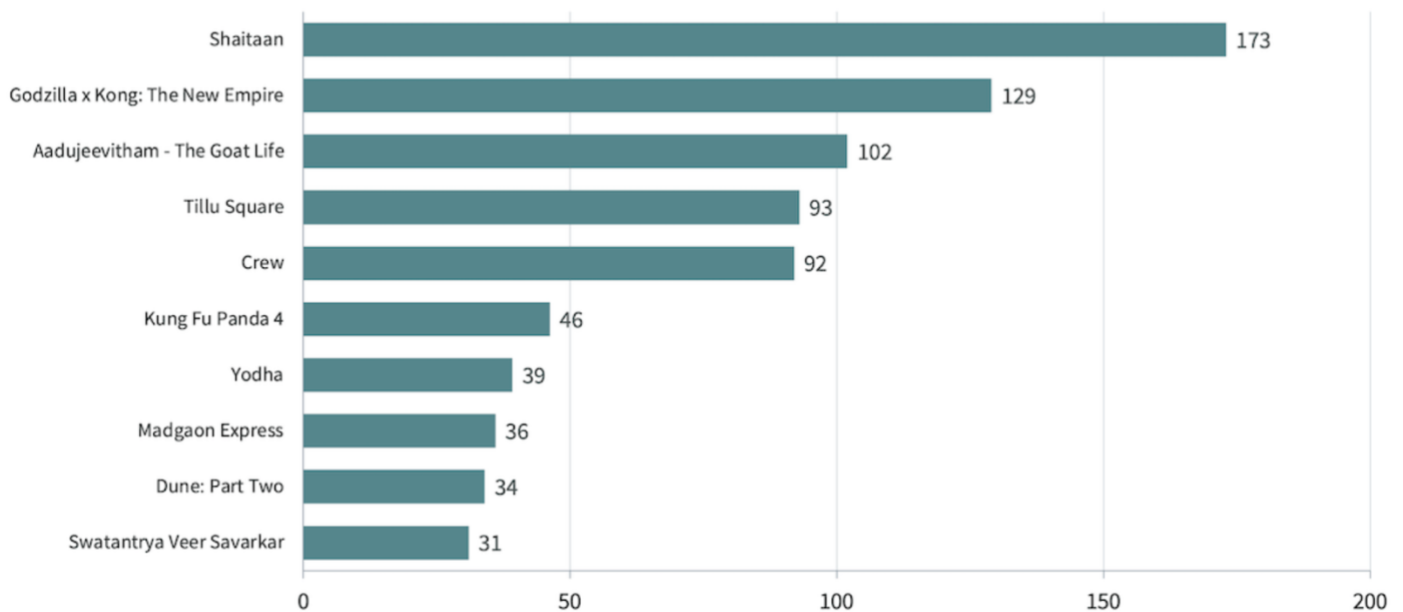


The cumulative box office for 2024 releases stands at **₹2,590 Cr**, which is 7% higher than the same period in 2023. Based on the collections of the first three months, the projected collections for 2024 are ₹10,360 Cr.

Top 10 Films

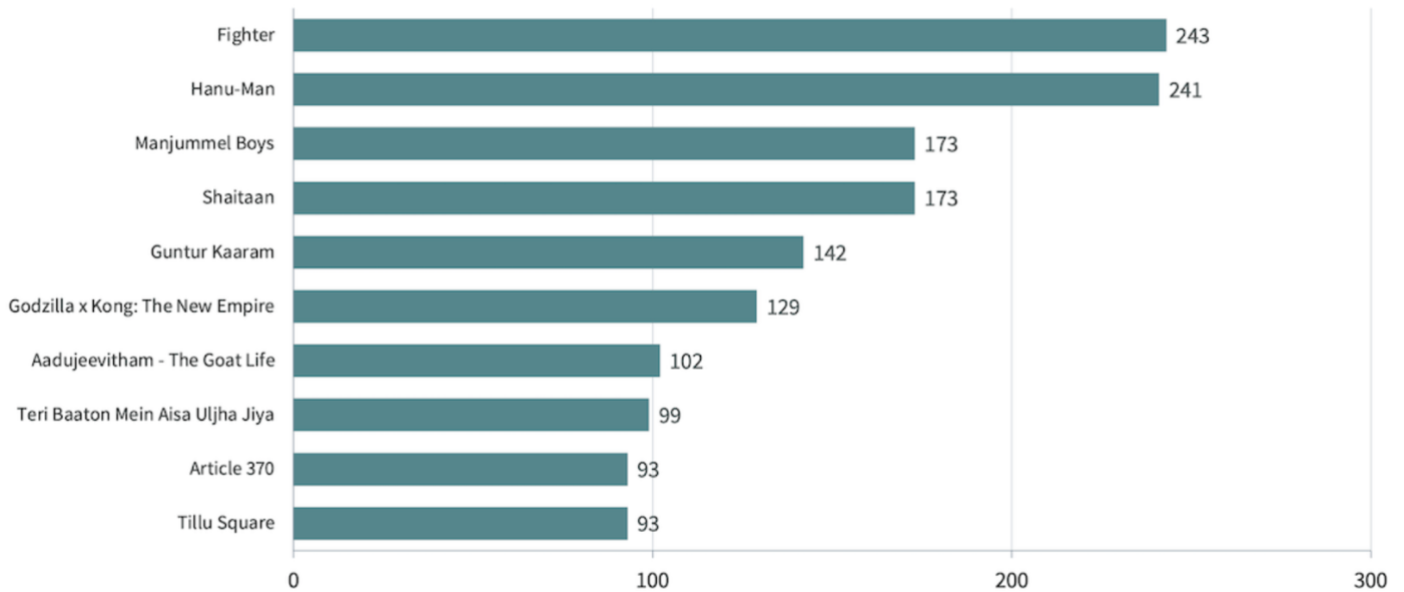
The chart below lists the top 10 films released in March 2024, based on their box office performance in India.

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



Top 10 films of the month feature three Hollywood films, i.e., Godzilla x Kong: The New Empire, Kung Fu Panda 4, and Dune: Part Two, after negligible collections by Hollywood films released in the first two months of the year.

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

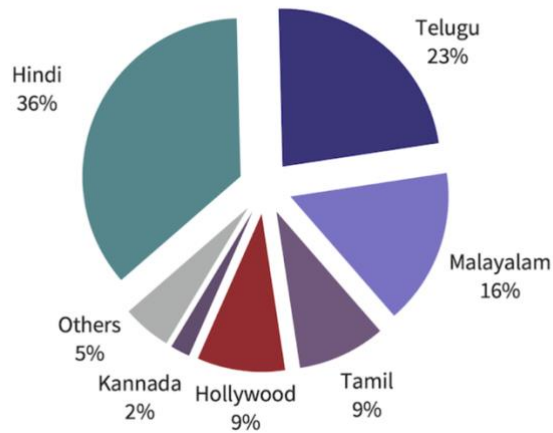


Manjummel Boys continues its strong run, with about 56% of the Malayalam version's collections coming from outside the state of Kerala (predominantly from Tamil Nadu).

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-Mar 2024)



Aadujeevitham - The Goat Life crossing the ₹100 Cr mark continues the positive run of Malayalam films this year, taking the collective collections of the industry to ₹405 Cr. The collections for the industry in the first three months of 2024 are already around 71% of the entire Malayalam box office in 2023, resulting in the share of Malayalam films being at 16%, higher than Tamil, Hollywood and Kannada, in the first quarter 2024. In comparison, Malayalam cinema'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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