



ORMAX  
MEDIA

# ORMAX MEDIA

## **BOX OFFICE REPORT**

### **2019**

# Executive Summary (1/3)



- Total Gross BO in India crossed the ₹ 10,000 Cr mark in 2019 for the first time. Total Gross BO across languages in 2019 is ₹ 10,948 Cr, i.e., 11.6% growth over the previous year
- Because of reduction in GST slabs from 28% & 18% to 18% & 12% respectively, Nett BO has grown even higher at 18.7%, and stands at ₹ 9,490 Cr in 2019
- Hollywood showed astounding growth in Gross BO (30.5%), touching an all-time high of ₹ 1,595 Cr (across languages) in 2019, beating Tamil & Telugu to become the no. 2 industry in terms of contribution after Hindi
- However, because of lower ticket rates, Tamil and Telugu are higher in terms of their footfalls contribution, contributing 19% and 18% respectively, vis-à-vis Hollywood's 9% footfalls contribution

# Executive Summary (2/3)



- Besides Hollywood, the other industries that showed a growth in BO in 2019 are Kannada (36%), Malayalam (17%), Tamil (14%), Punjabi (13%) and Hindi (10%)
- Marathi (-45%) and Bengali (-33%), however, showed de-growth in 2019
- Total footfalls across languages in 2019 crossed the 100 Cr mark, growing by 8.9% over the previous year. 103.0 Cr theatre seats were filled in India in 2019
- The Average Ticket Price (ATP) for 2019 was 106, a mere ₹ 2 increase over 2018. Inflationary growth in ATP was offset by reduction in GST slabs

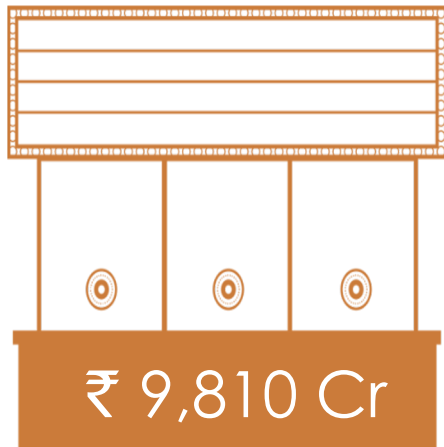
# Executive Summary (3/3)



- The first weekend (Day 1-3) contributed 39% to the total BO in 2019, 1% lower than the previous year. Telugu industry had the higher dependence on the first weekend, at 46%
- Hindi cinema's dependence on the first weekend has reduced to a decade-low of 37%, because of stronger content leading to higher sustenance
- Based on cumulative business across languages, four films crossed the ₹ 300 Cr Gross BO in 2019, i.e., Avengers: Endgame (₹ 433 Cr), War (₹ 357 Cr), Saaho (₹ 349 Cr) and Kabir Singh (₹ 321 Cr)

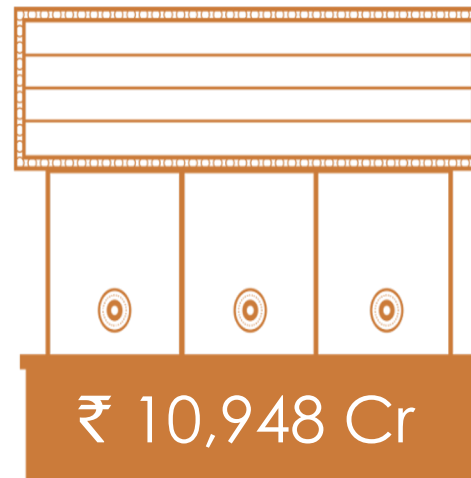


# Total Gross Domestic Box Office (All Languages)



2018

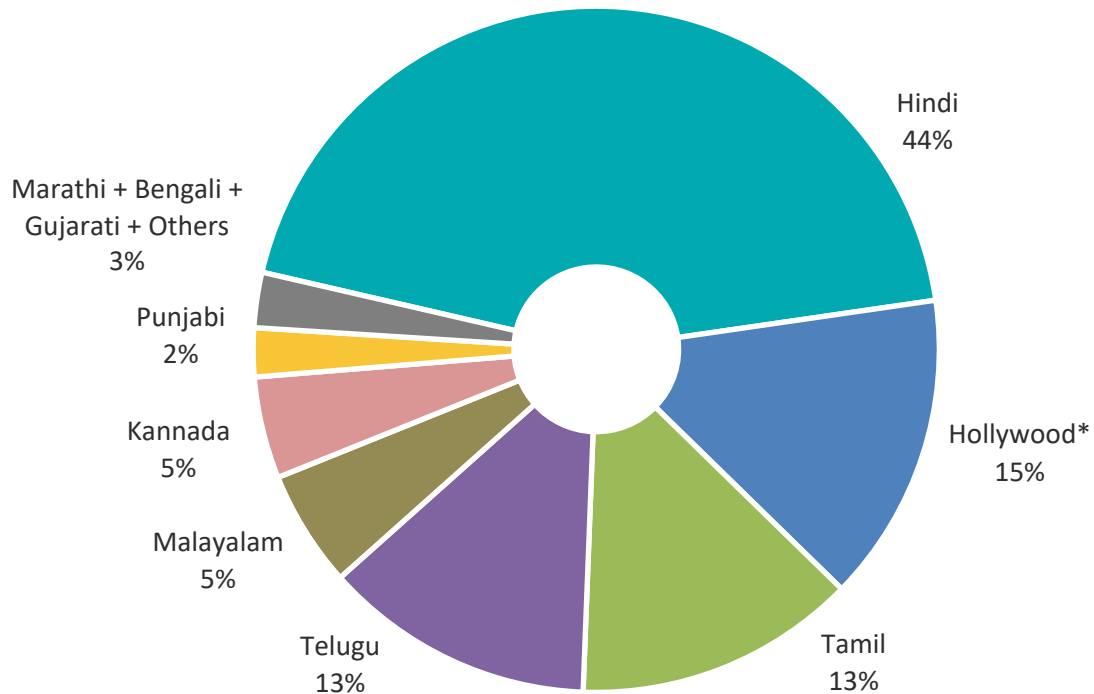
11.6%



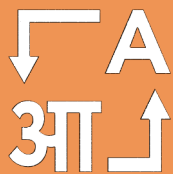
2019



# Language-wise Share of Gross Domestic Box Office (2019)



*\*Hollywood includes all language versions*



# Language-Wise Growth (2019 vs. 2018)



Language	2018 Gross	2019 Gross	Growth %	Language	2018 Gross	2019 Gross	Growth %
Hindi	4,392	4,831	10	Punjabi	220	249	13
Hollywood*	1,222	1,595	31	Marathi	203	111	-45
Tamil	1,283	1,460	14	Bengali	93	62	-33
Telugu	1,384	1,404	1	Gujarati	60	62	3
Malayalam	515	604	17	Others	55	48	-13
Kannada	383	522	36				

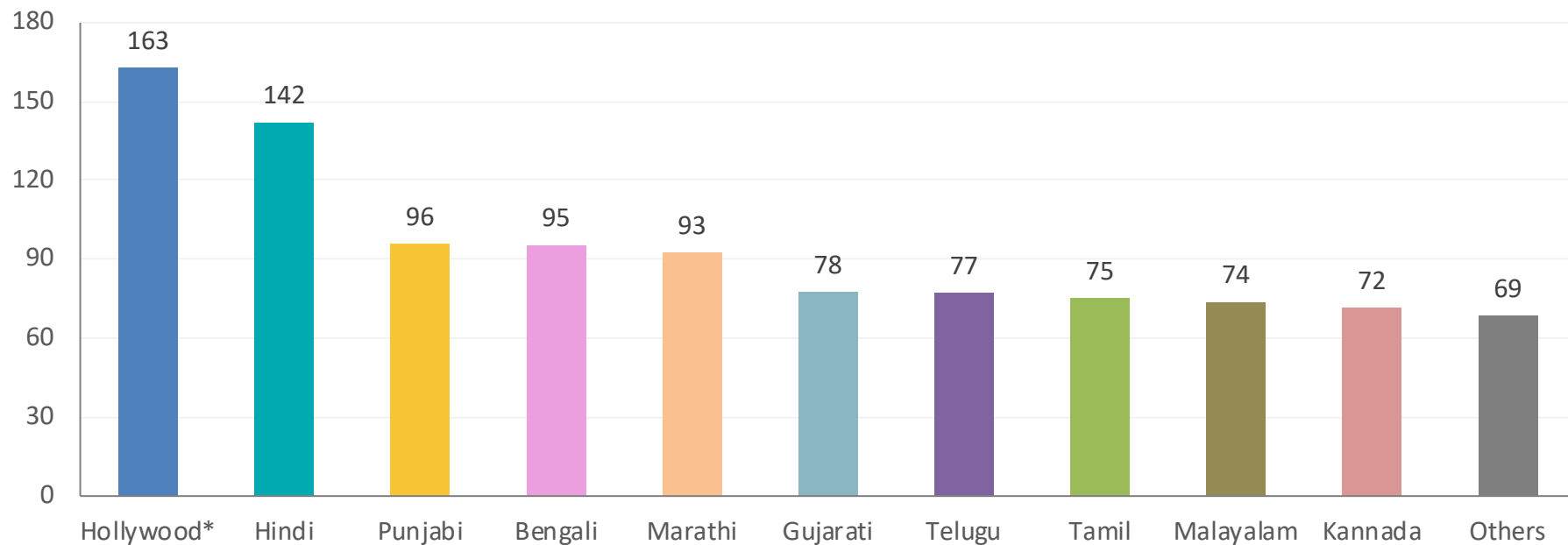
\*Hollywood BO includes all language versions

All Gross figures in ₹ Cr





# Average Ticket Price by Language (₹) in 2019



\*Hollywood includes all language versions





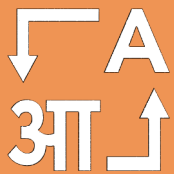
# Total Domestic Footfalls (All Languages)



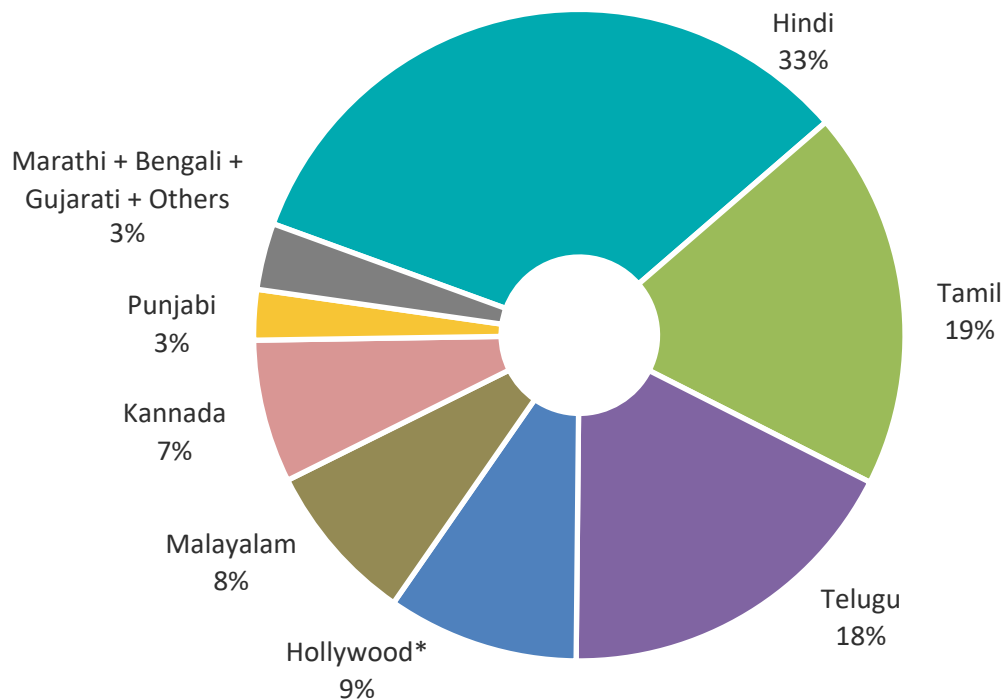
2018



2019



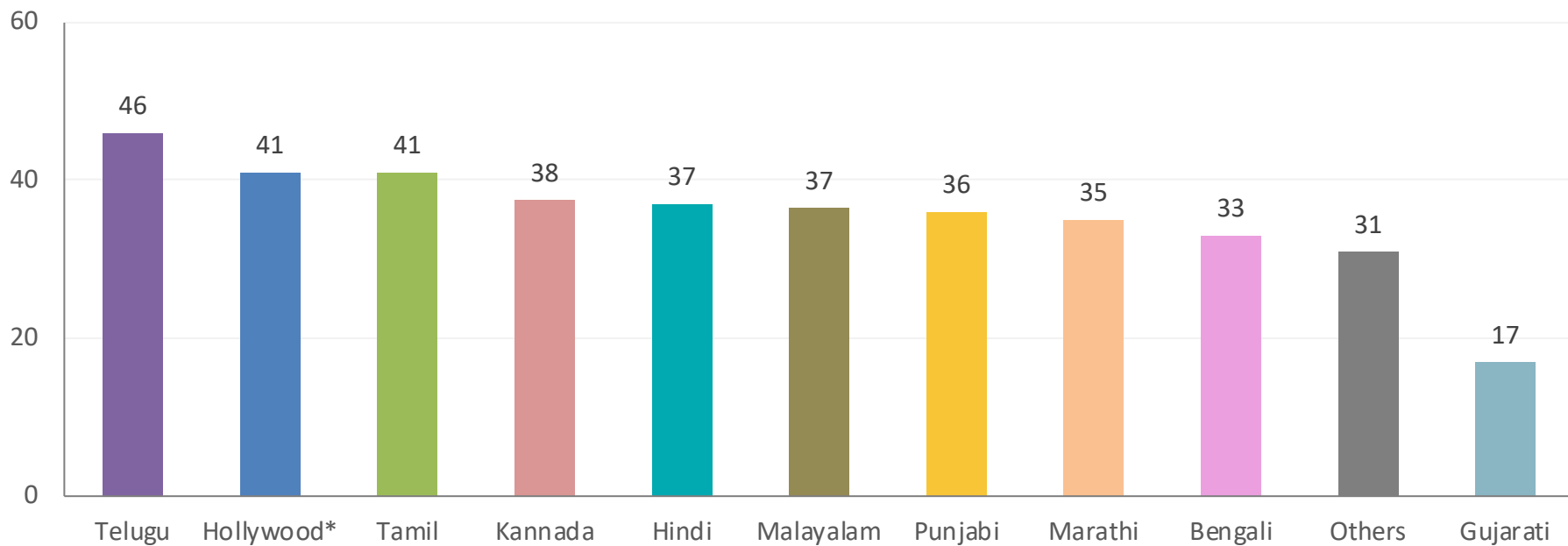
# Language-wise Share of Domestic Footfalls (2019)



\*Hollywood includes all language versions



## % Contribution of the First Weekend (Day 1-3)

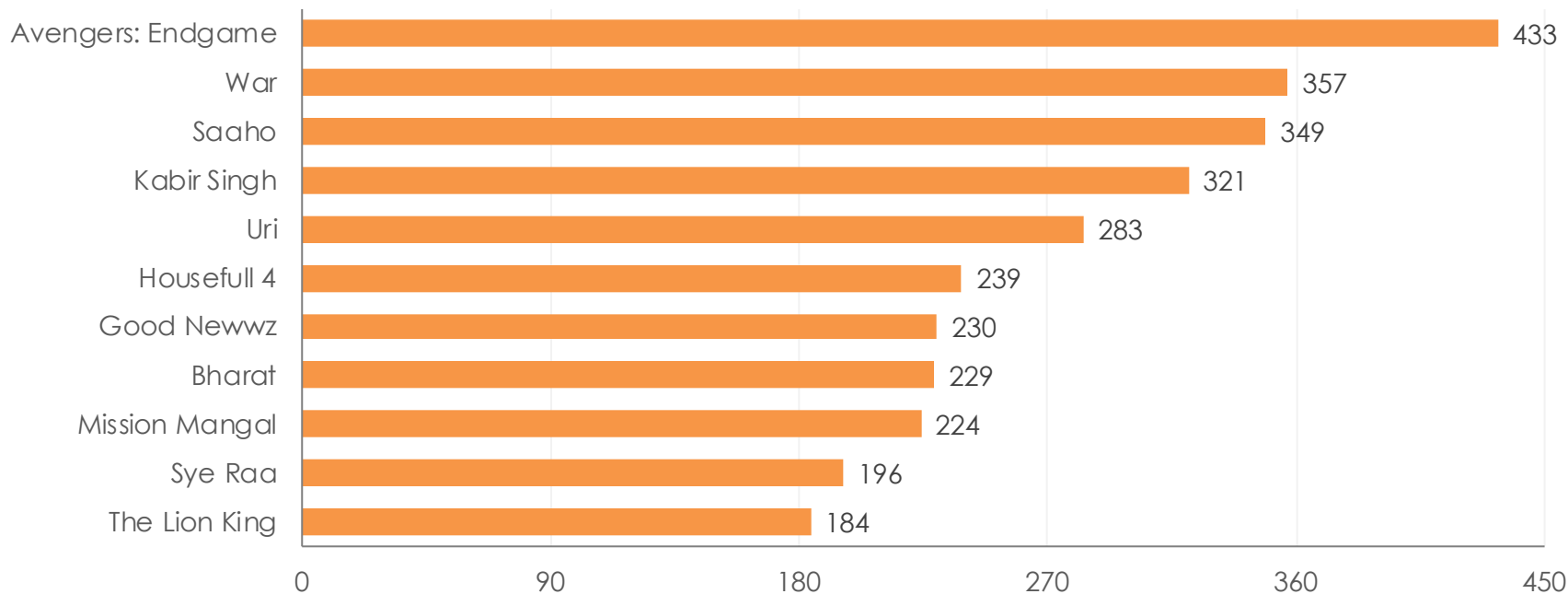


*\*Hollywood includes all language versions*



# Top 10 Films

## (Gross Domestic Box Office: All Languages)



Gross Domestic BO in ₹Cr (Collections of all language versions added for each film, wherever applicable)



ORMAX  
MEDIA

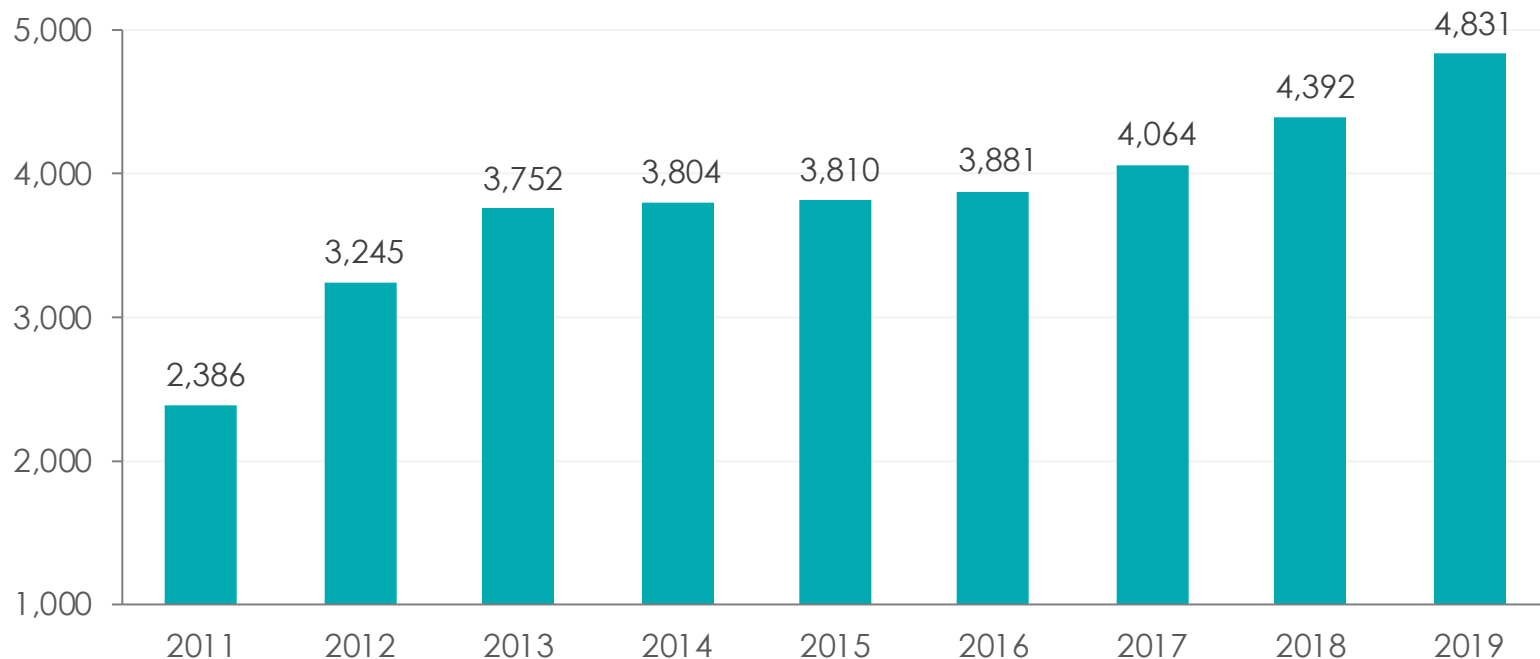
# HINDI FILMS



Gross Domestic Box Office of Hindi films grows at 10.0%, the best growth rate since 2013



Gross Domestic  
Box Office (₹ Cr)

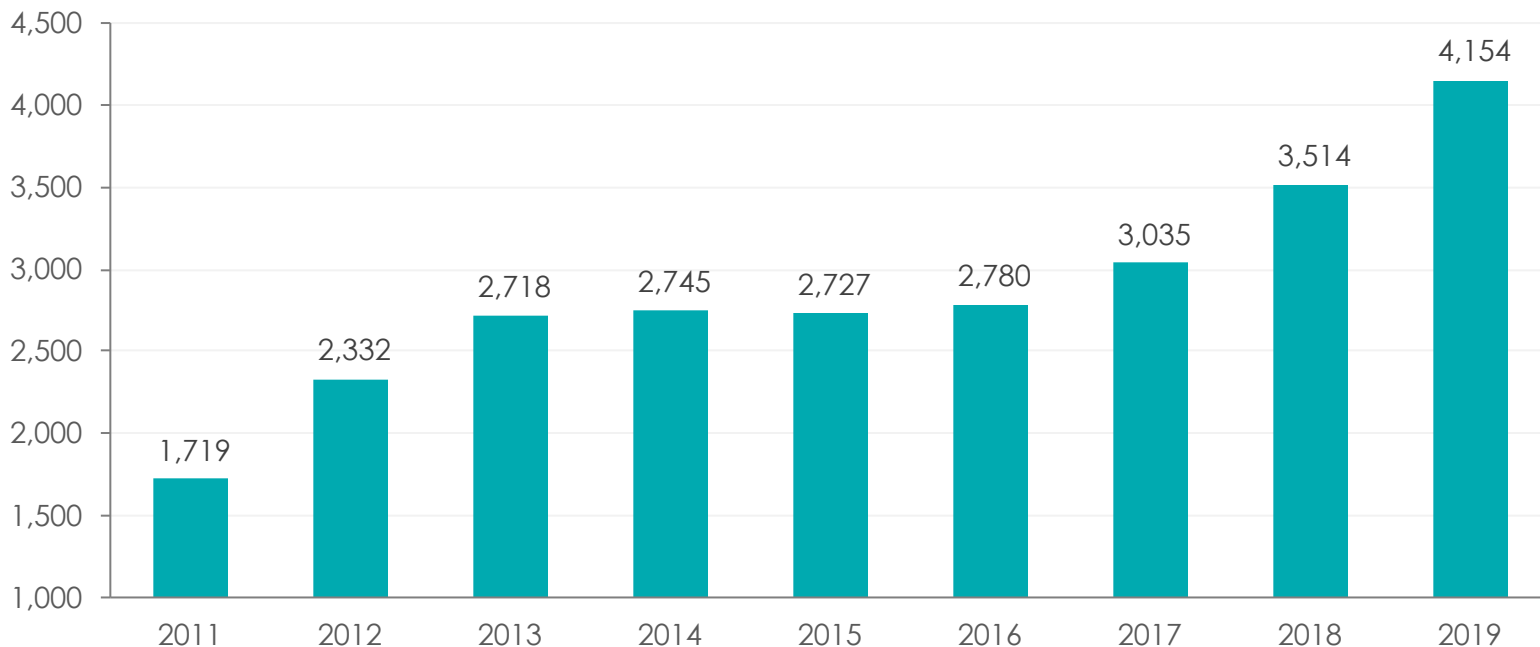




Because of reduction in GST rates in 2019, Nett BO business shows higher (18.2%) growth than Gross BO



## Nett Domestic Box Office (₹ Cr)



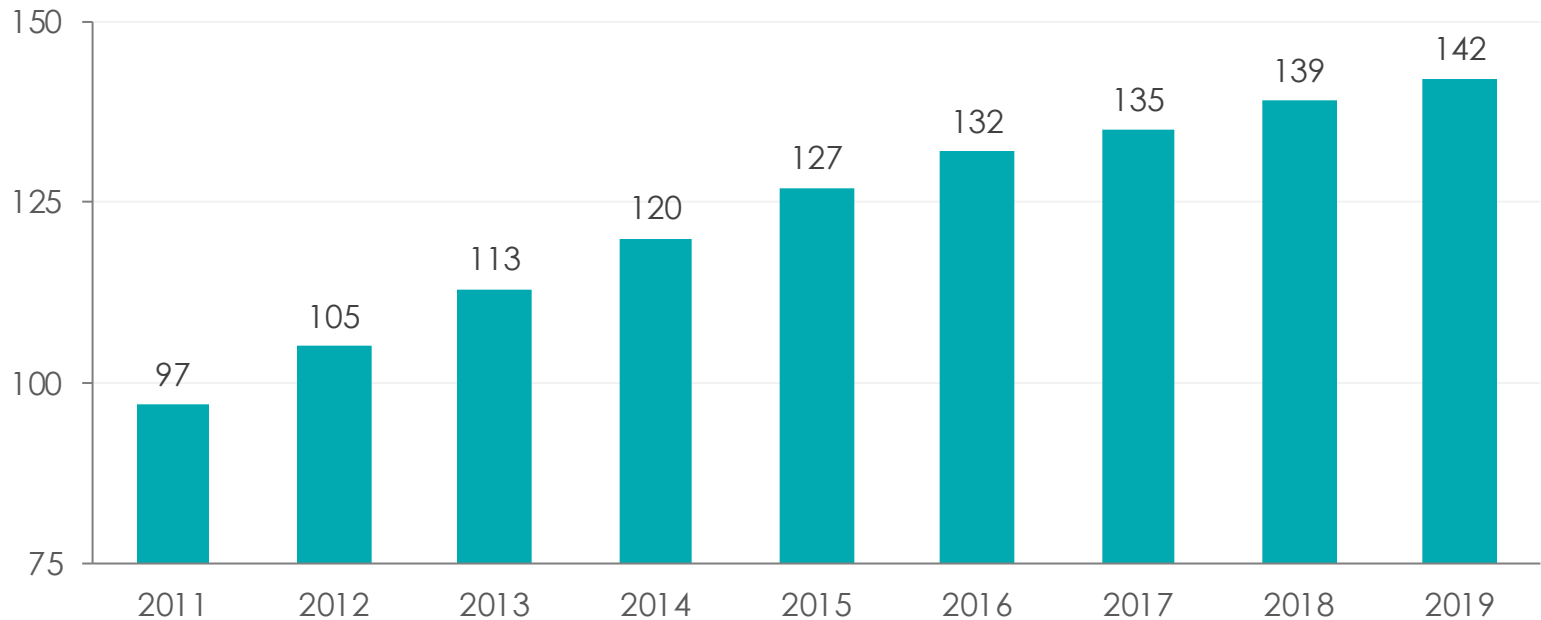




The reduction in GST slabs for cinema tickets in 2019 is balanced by the inflationary growth in ticket rates, leading to no major shift in ATP



Average Ticket  
Price (₹)

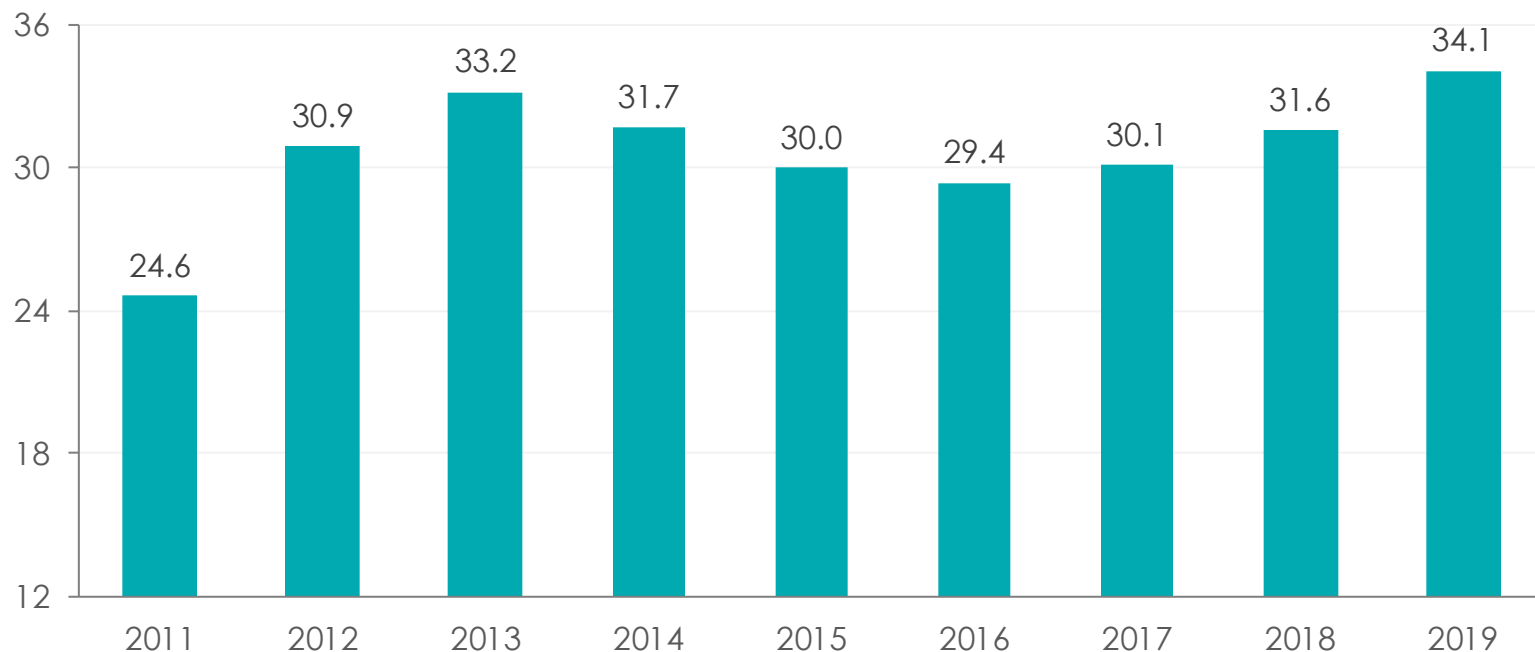




At 34.1 Cr, Hindi theatrical footfalls have beaten the peak 2013 level in 2019, showing 7.9% growth over 2018



Domestic  
Footfalls (Cr)

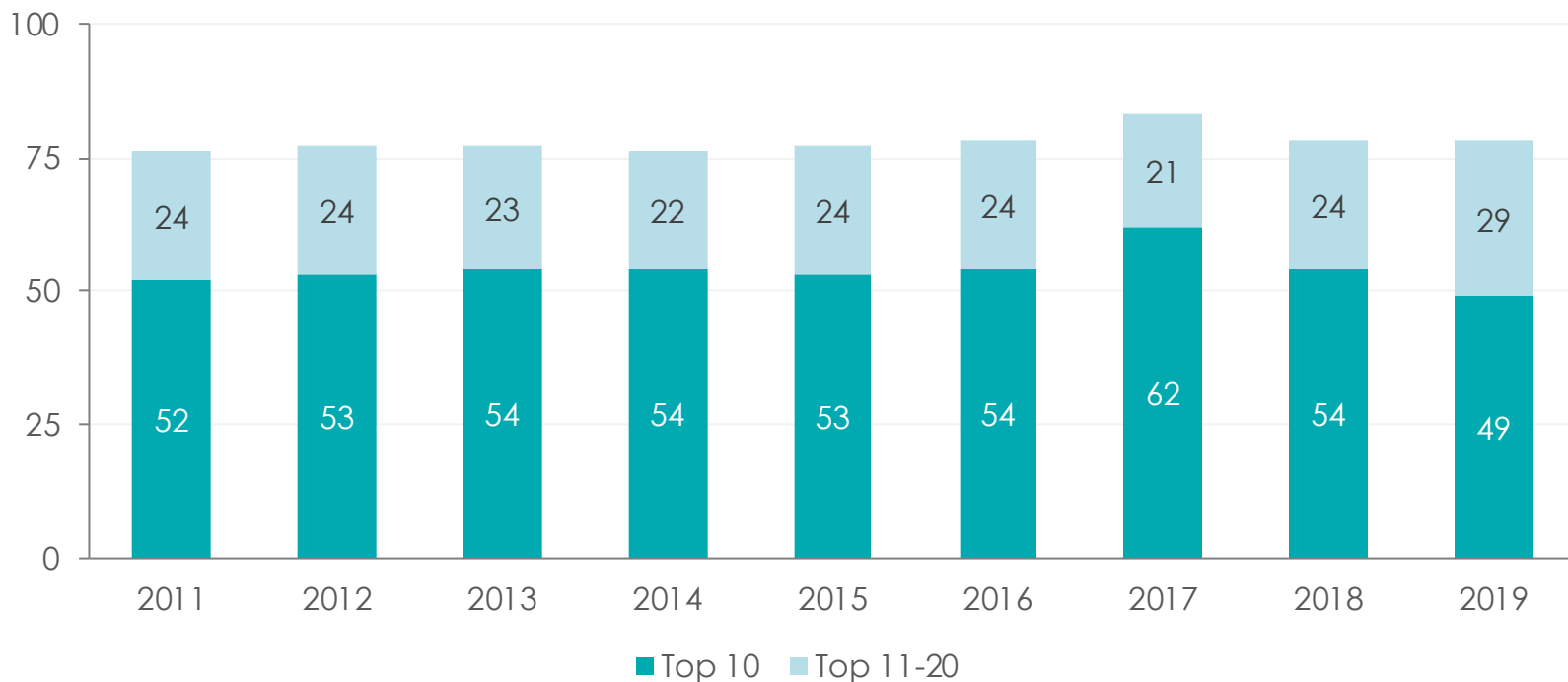




The contribution from the top 20 films remains 78%.  
However, the second line (no. 11-20) is stronger than ever  
before, contributing 29%, vis-à-vis the previous high of 24%



## % Contribution of Top 20 Films

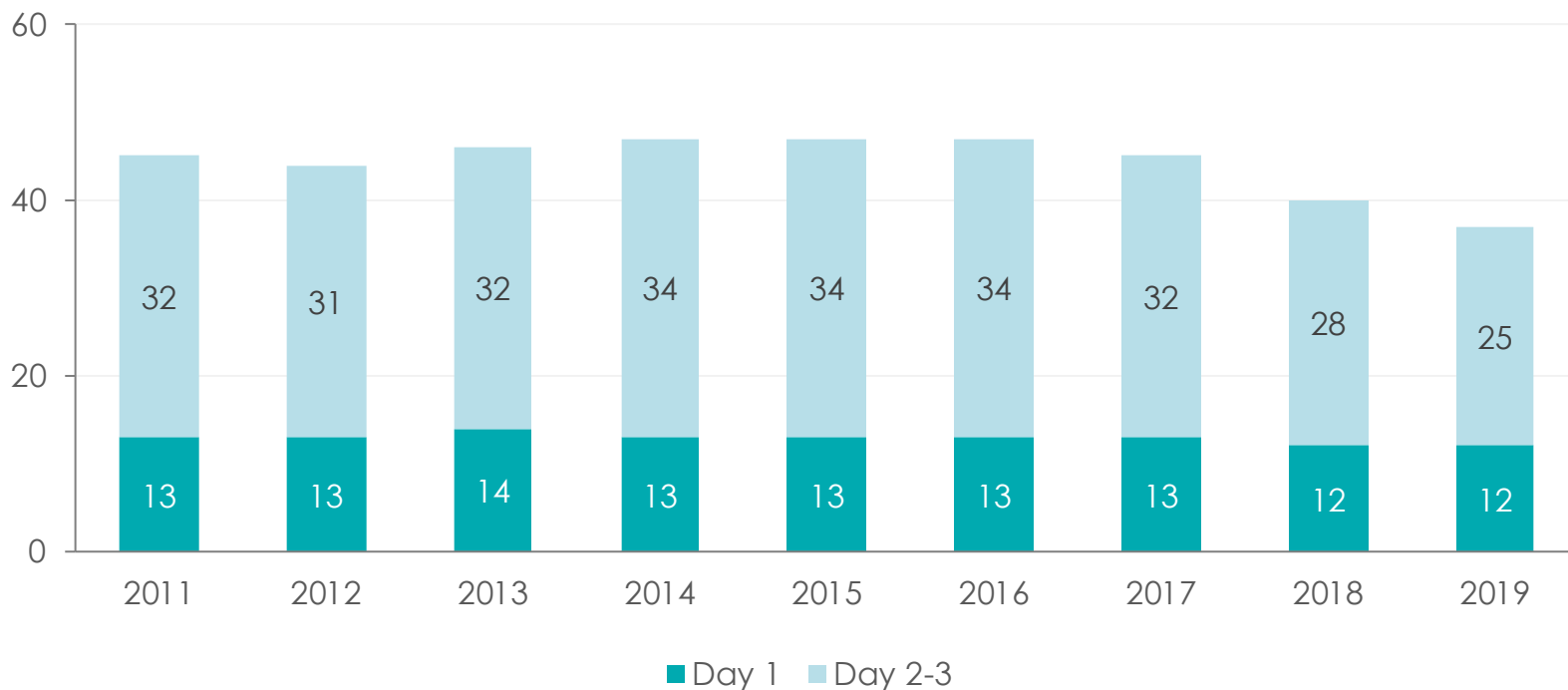




With stronger content, the last two years have seen lesser dependence on the opening weekend



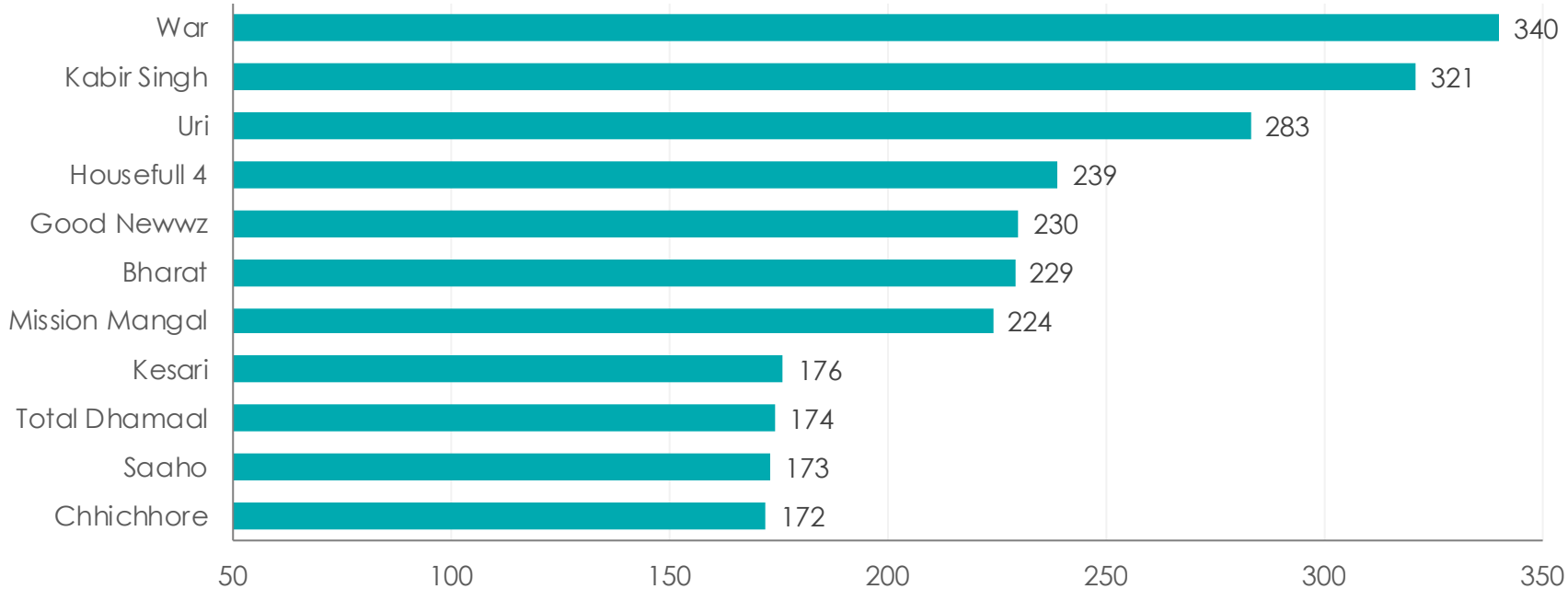
% Contribution of the First Weekend





# Top 10 Films

## Gross Domestic Box Office: 2019



Gross Domestic BO in ₹Cr (Hindi language version only)



ORMAX  
MEDIA

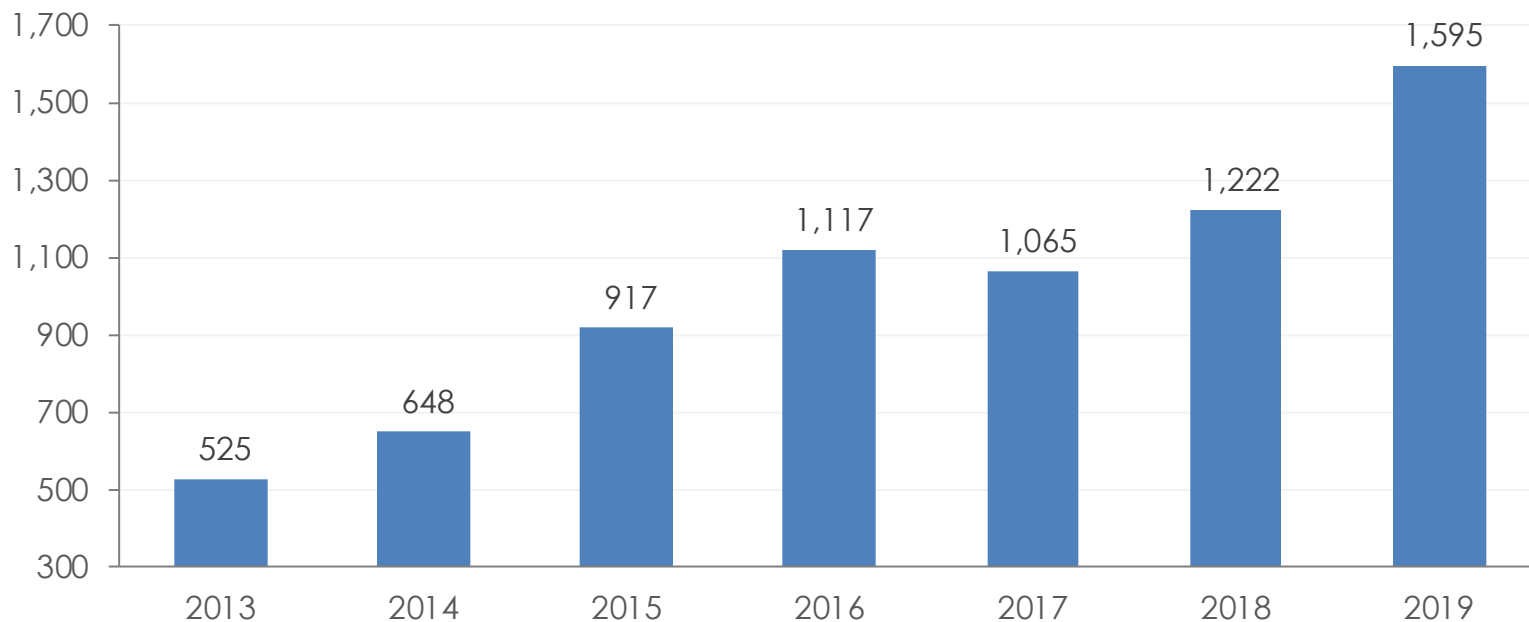
# HOLLYWOOD FILMS



Huge 30.5% growth ensures that Hollywood box office crosses the ₹ 1,500 Cr Gross mark in 2019. Only ₹ 127 Cr of the ₹ 373 Cr growth comes from Avengers: Endgame (vis-à-vis Avengers: Infinity War)



Gross India  
Box Office (₹ Cr)



Gross India BO in ₹Cr (all languages)

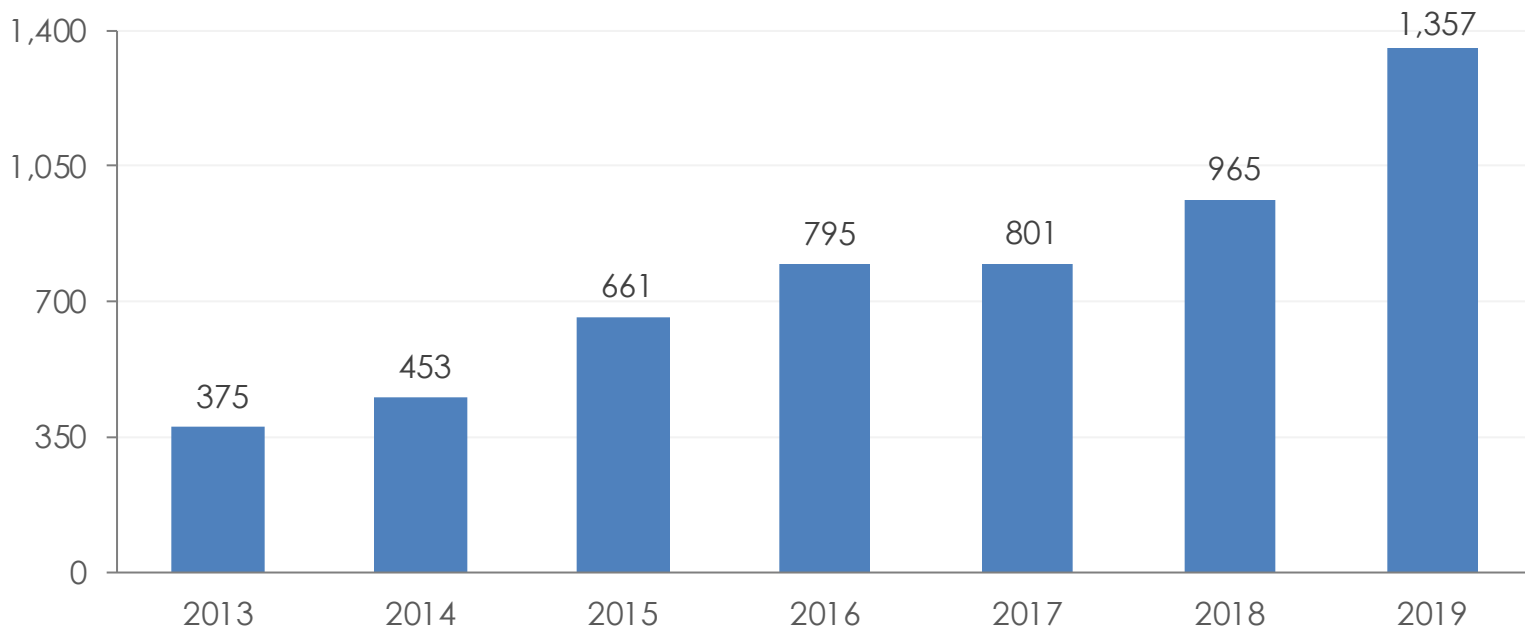




With a favourable tax structure supporting growth via content, Nett Box Office grows by an astounding 40.6% in 2019



Nett India  
Box Office (₹ Cr)



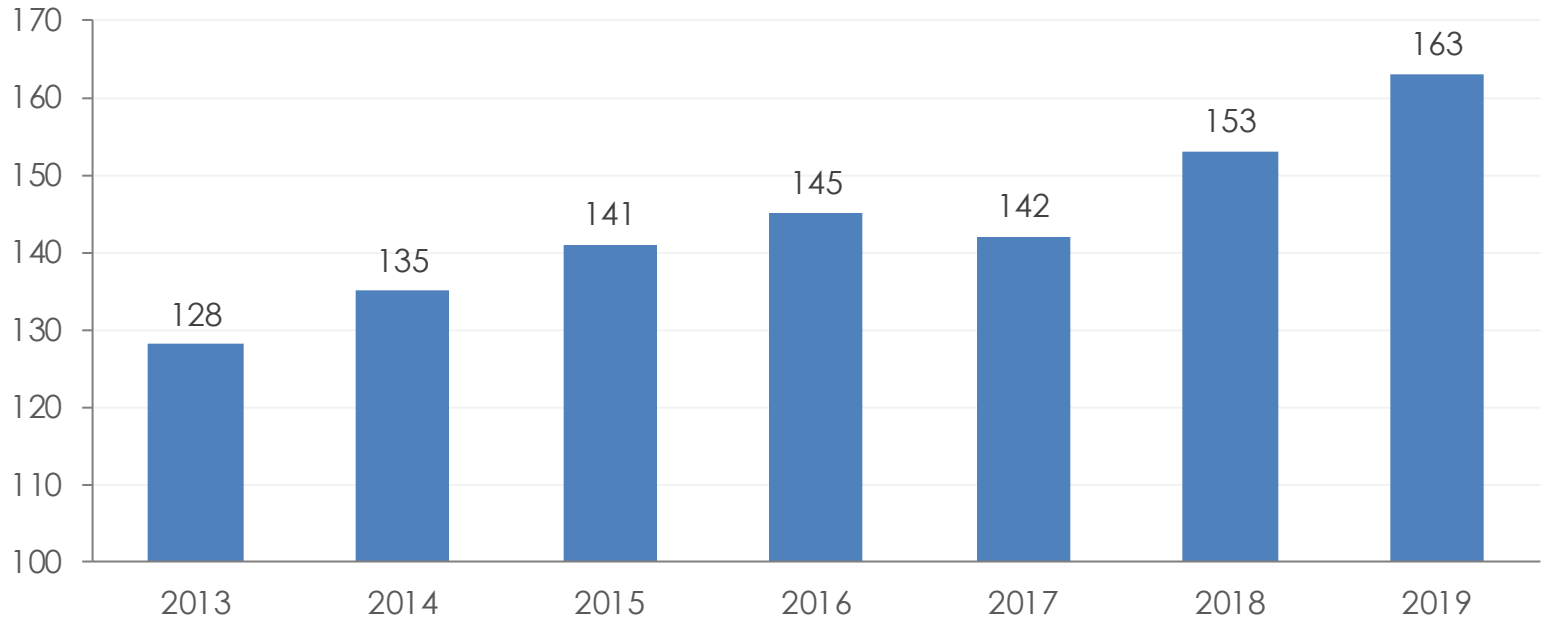
Nett India BO in ₹Cr (all languages)



With 3D films dominating the list of top grossers, 2019 sees a ₹ 10 increase in ATP despite lower GST rates



Average Ticket  
Price (₹)



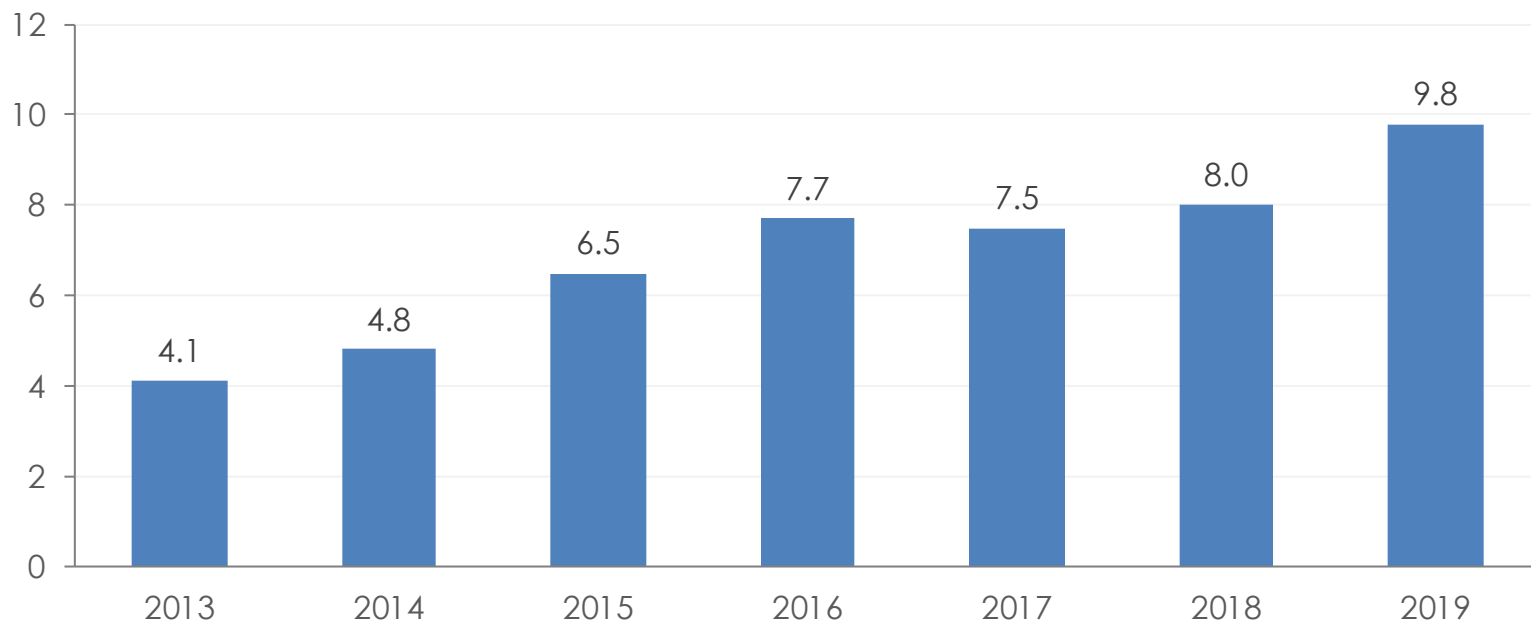
All languages



Hollywood footfalls near the 10 Cr mark in 2019,  
and have more than doubled since 2014



India Footfalls (Cr)



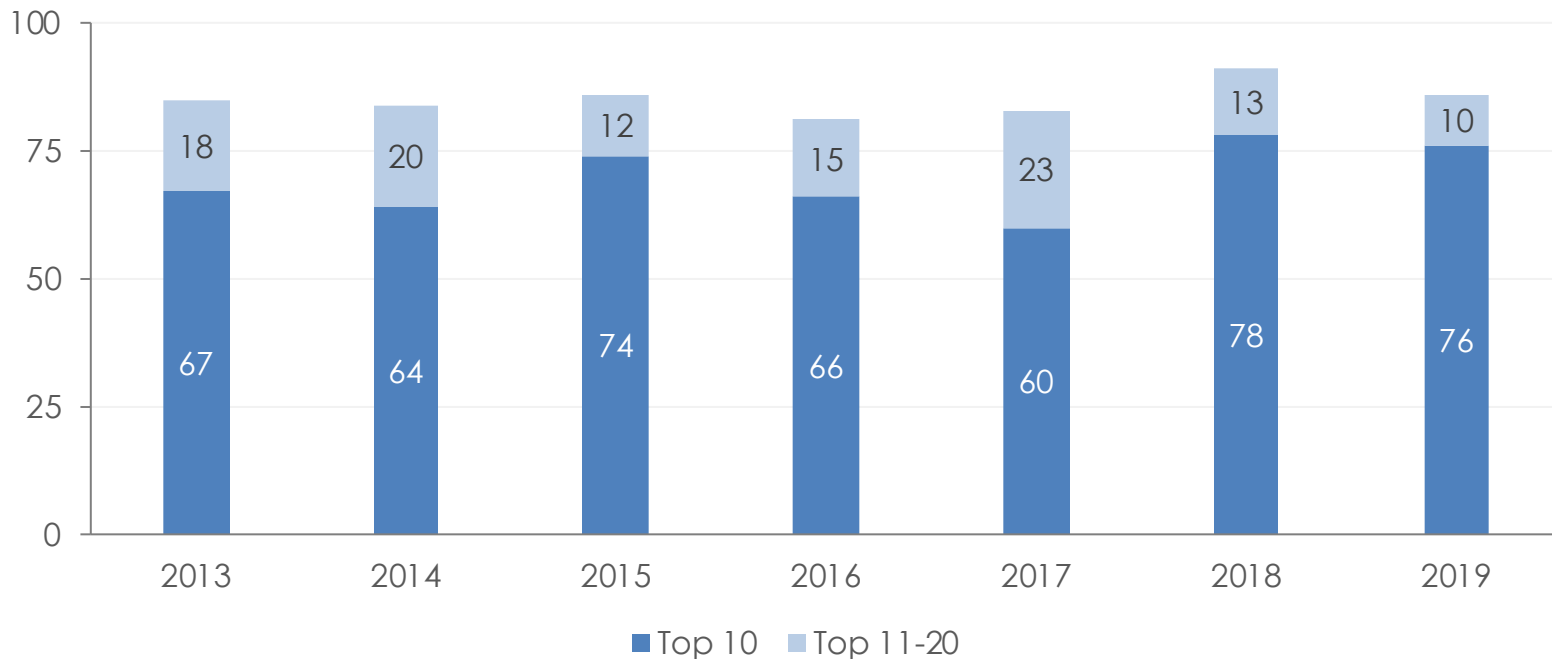
*All languages*



The contribution of the top 10 films remains very high at 76%, indicating that Hollywood's growth is driven by big-ticket event films, than because of a stronger long-tail



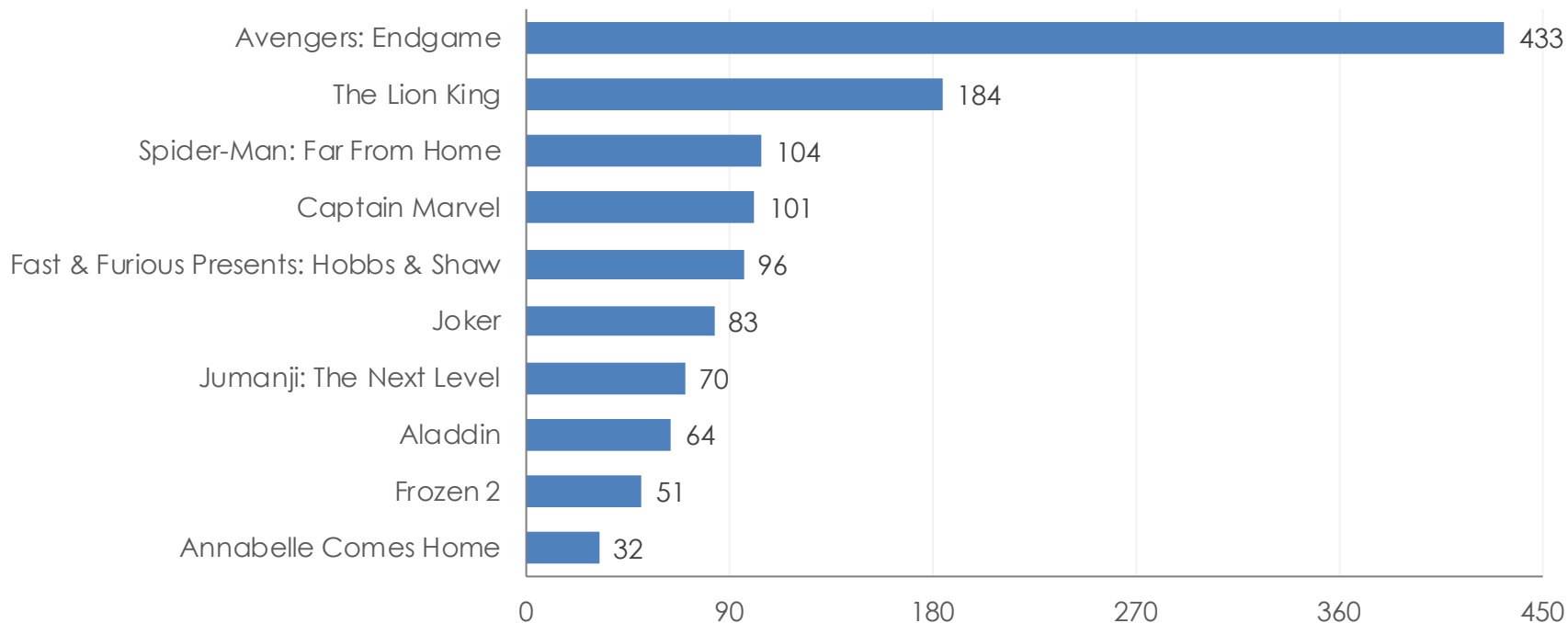
## % Contribution of Top 20 Films





# Top 10 Films

## Gross India Box Office: 2019



Gross India BO in ₹Cr (all languages)



ORMAX  
MEDIA

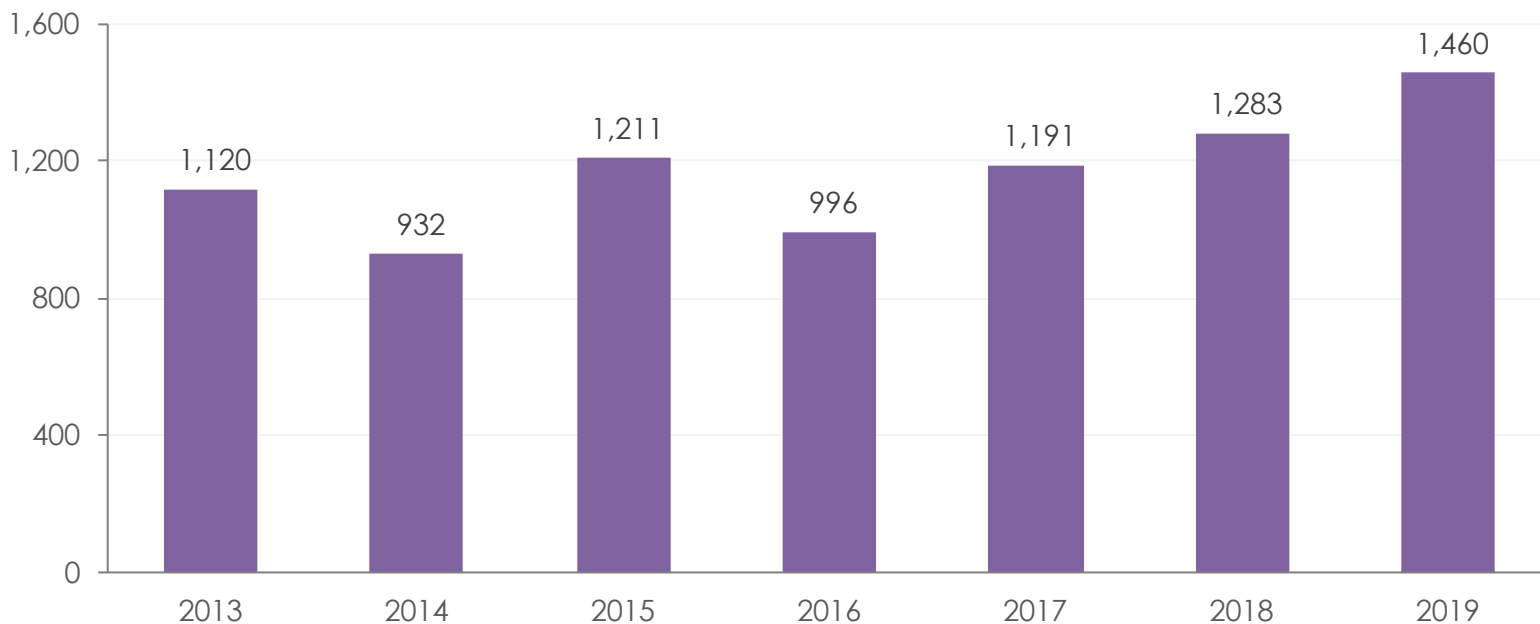
# TAMIL FILMS



# Tamil Box Office witnesses a healthy 13.8% growth in 2019



Gross Domestic  
Box Office (₹ Cr)



*Gross Domestic BO in ₹Cr (Tamil language versions of all films except Hollywood films)*

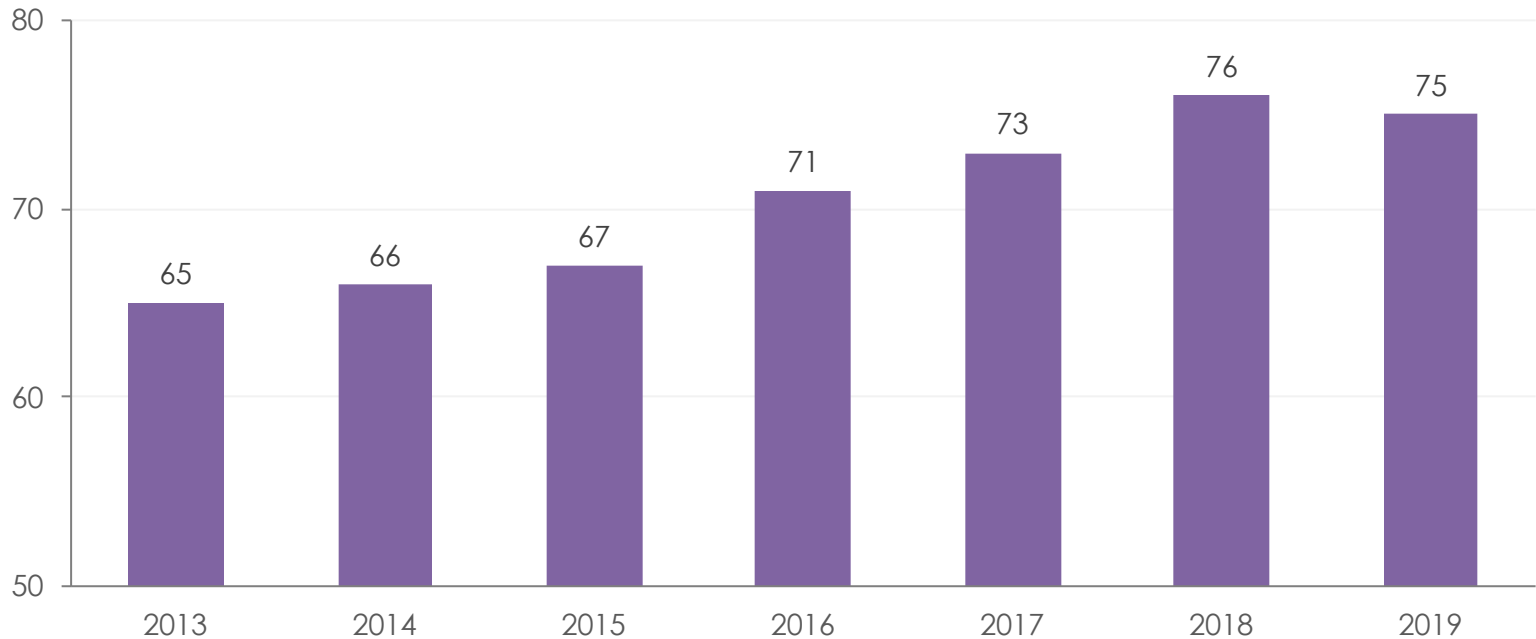




With GST changes cancelling out nominal inflationary ATP growth, no significant change is observed in ticket rates



Average Ticket  
Price (₹)

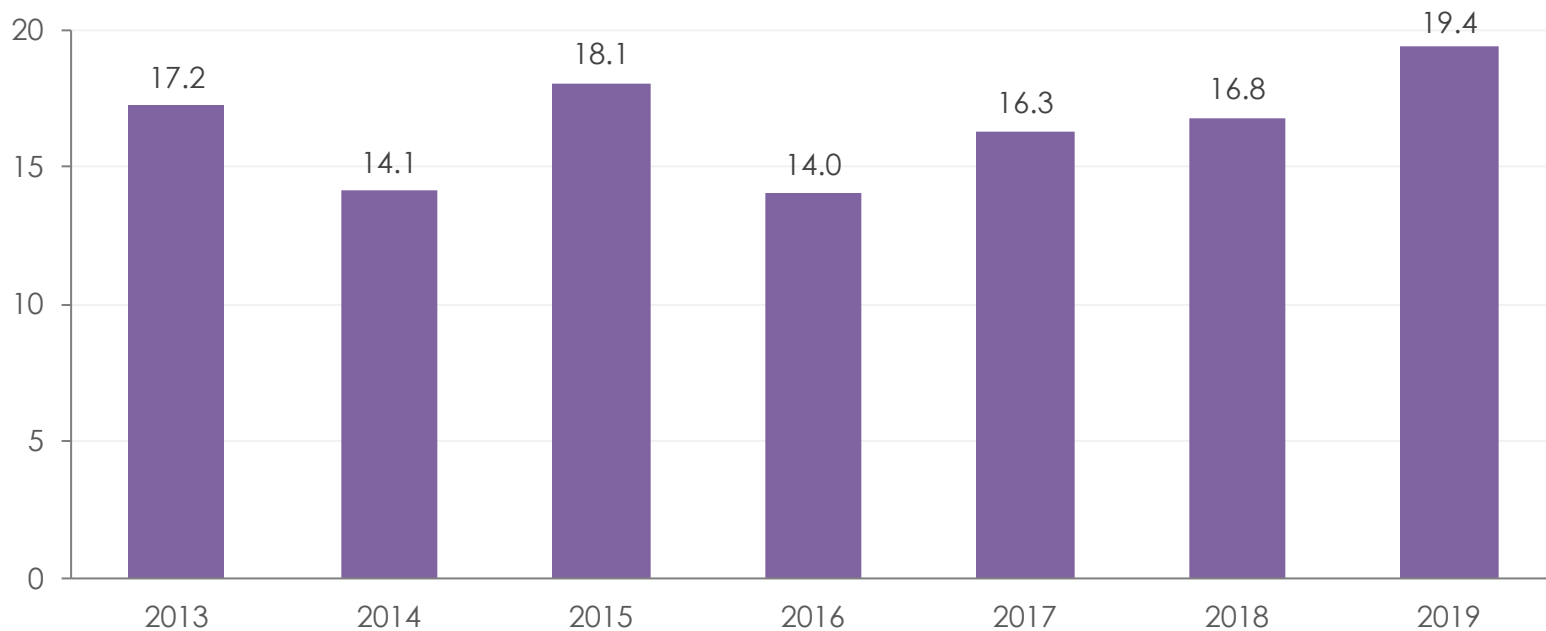




With an encouraging 15.5% growth, Footfalls beat the 2015 high of 18.1 Cr



## Domestic Footfalls (Cr)

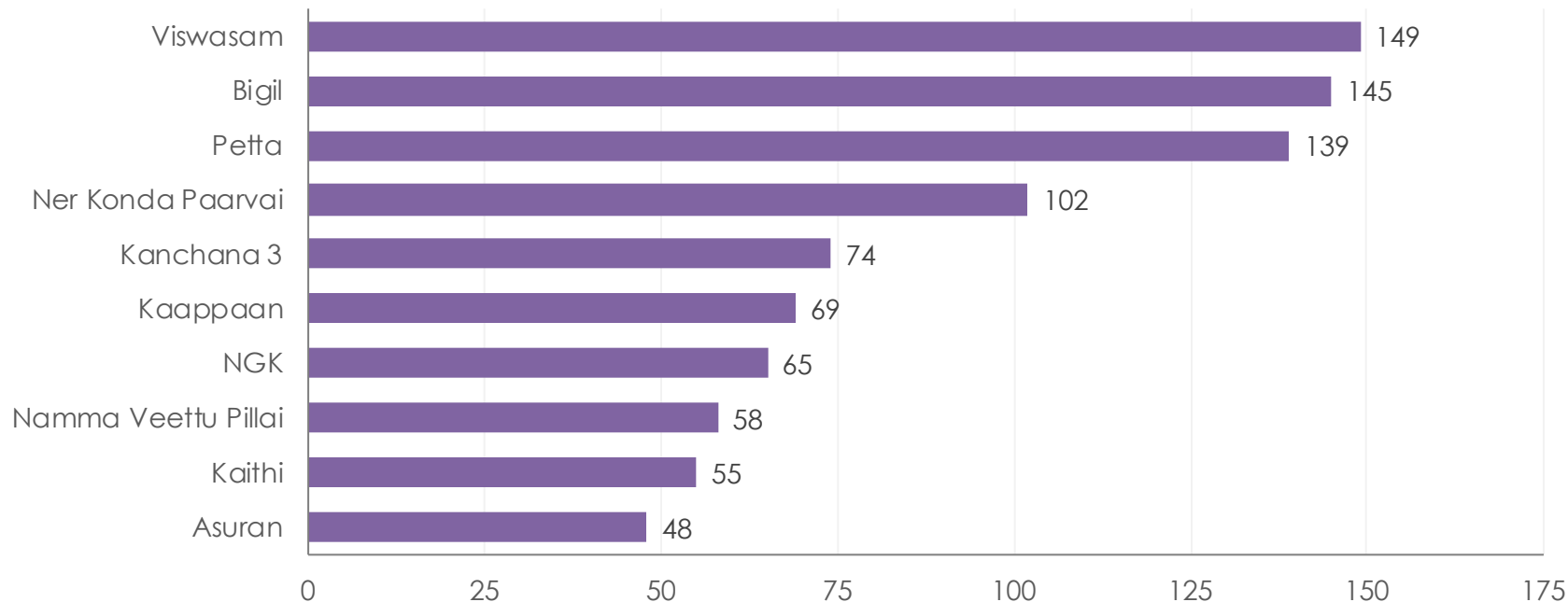


*Tamil language versions of all films except Hollywood films*



# Top 10 Films

## Gross Domestic Box Office: 2019



Gross Domestic BO in ₹Cr (Tamil language version only)



ORMAX  
MEDIA

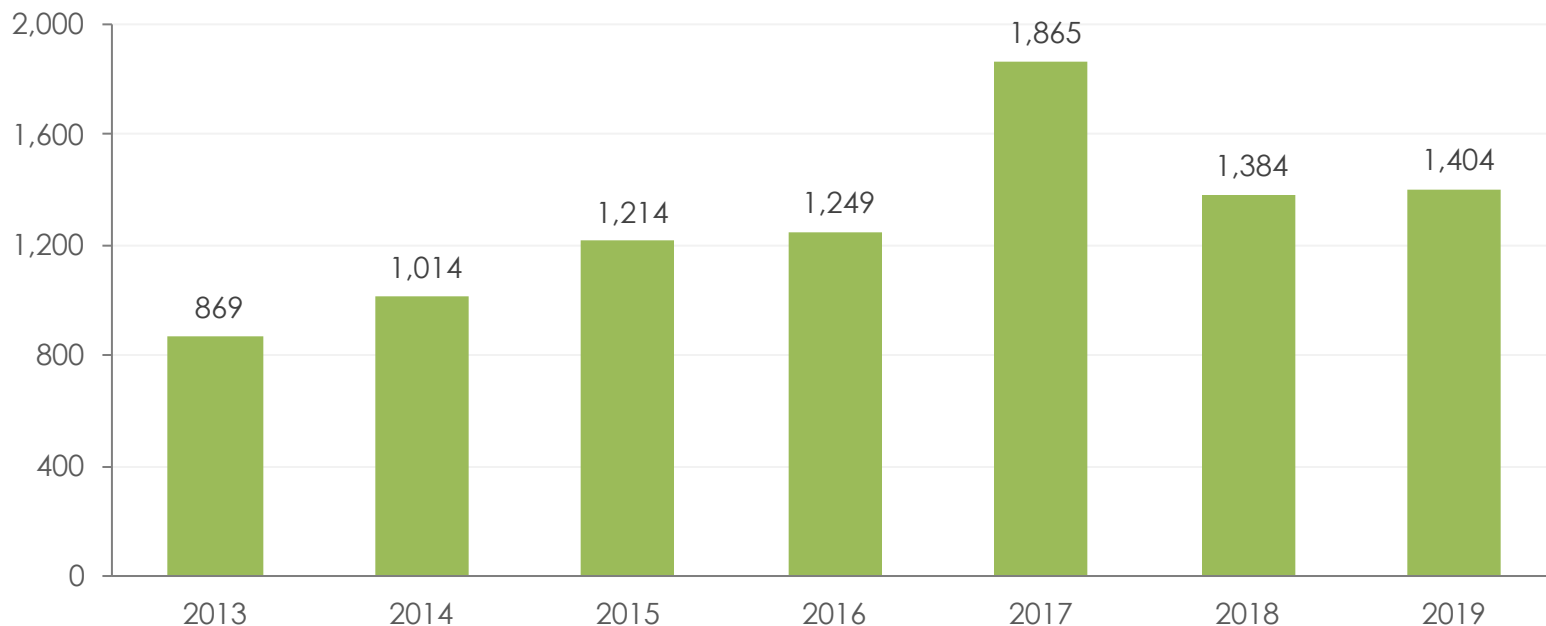
# TELUGU FILMS



Stagnant box office, with only 1.4% growth over the previous year. Despite several high-profile releases, the 2017 level set by Bahubali 2 remains unmatched



## Gross Domestic Box Office (₹ Cr)



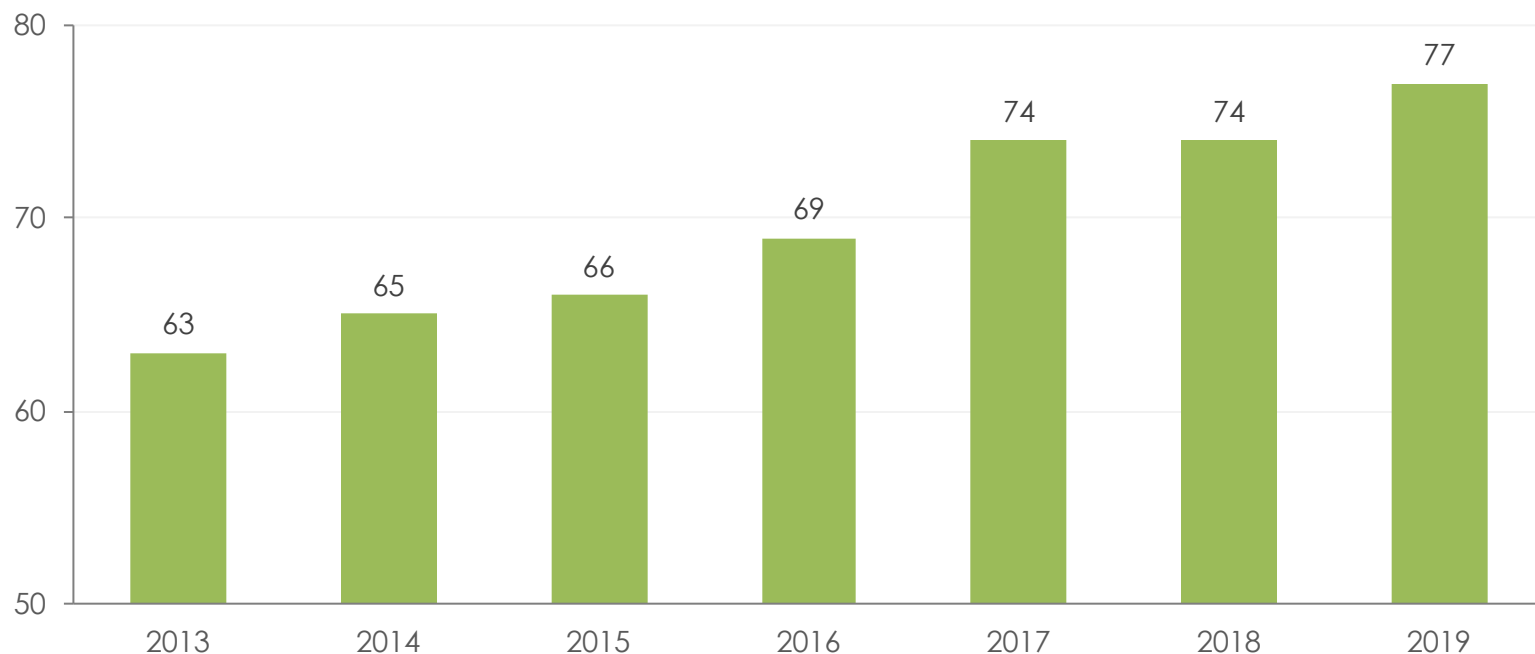
*Gross Domestic BO in ₹ Cr (Telugu language versions of all films except Hollywood films)*



# Minimal increase in ATP vis-à-vis 2017 and 2018



Average Ticket  
Price (₹)

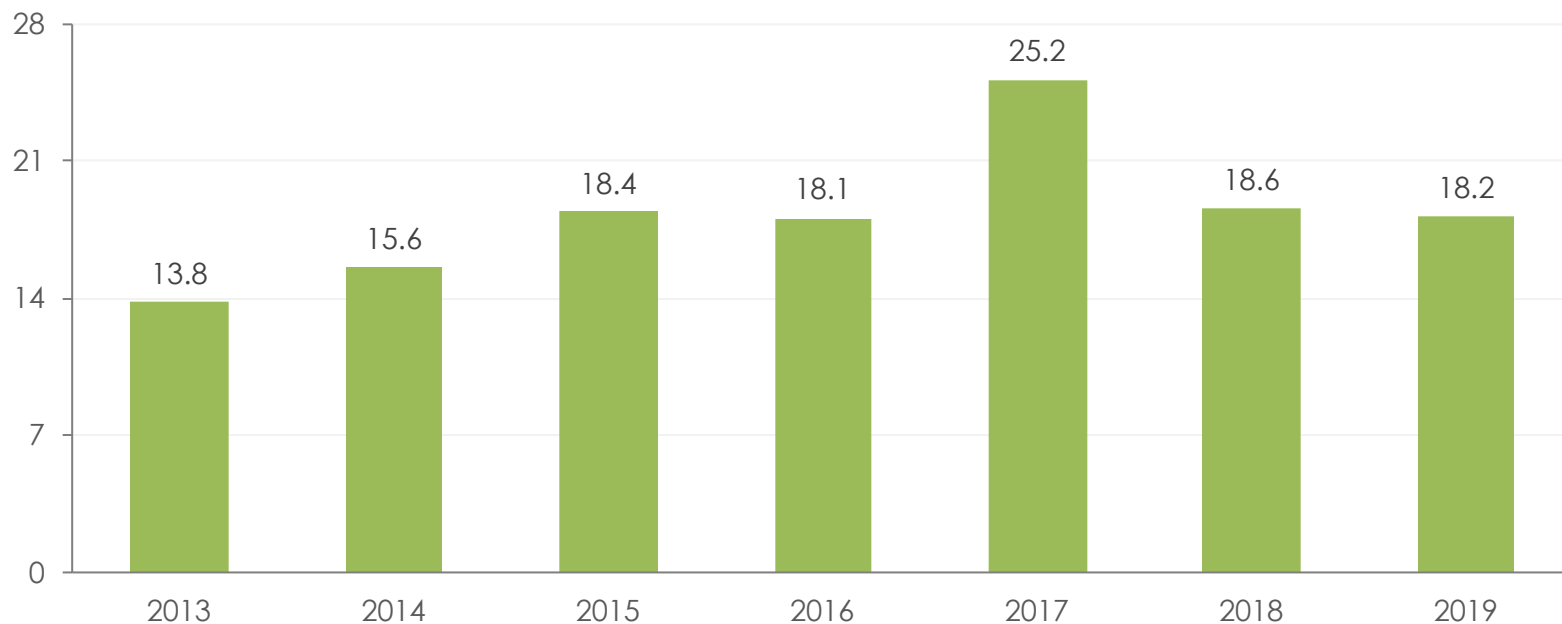




Bahubali 2's 4+ Cr footfalls resulted in a steep growth in 2017. Footfalls in 2018 & 2019 are back to the 2015-2016 level



Footfalls (Cr)



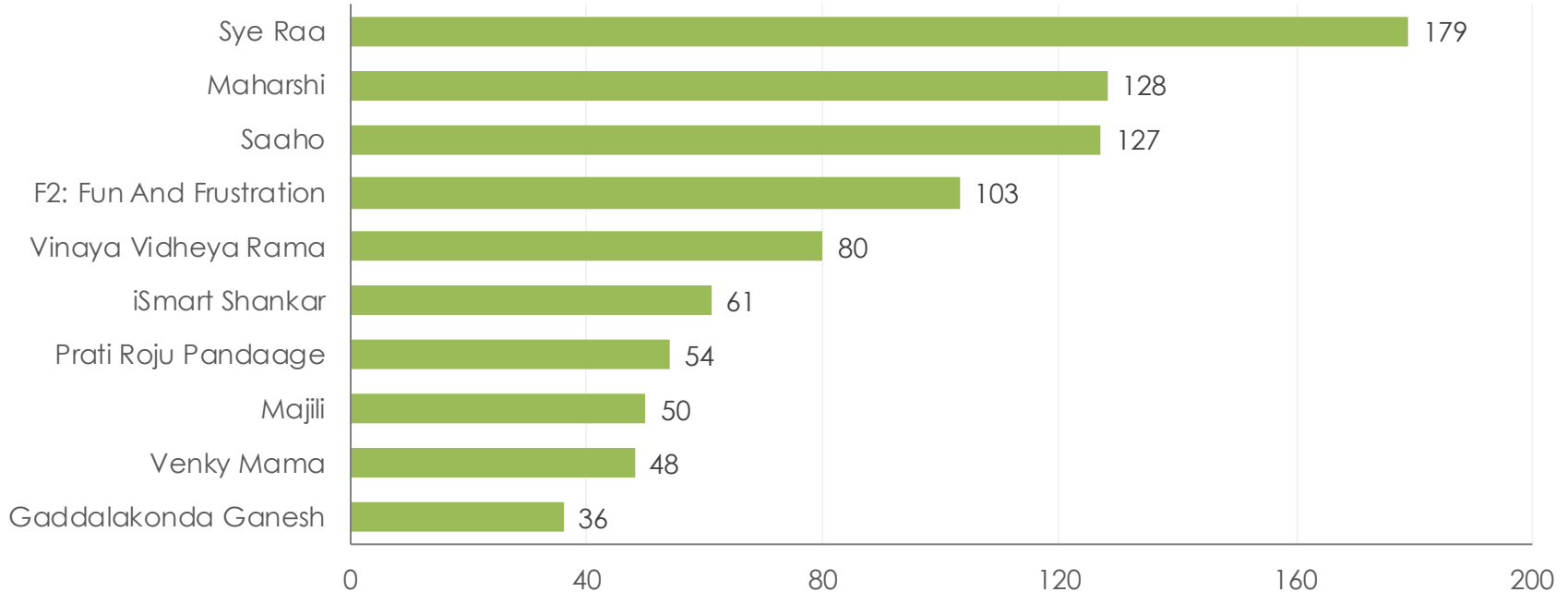
*Telugu language versions of all films except Hollywood films*





# Top 10 Films

## Gross Domestic Box Office: 2019



Gross Domestic BO in ₹Cr (Telugu language version only)

# Disclaimer



All box office data in this report has been compiled using estimates from various credible trade sources, both online and offline. Wherever possible, the numbers have been verified with the studios and distributors concerned

However, given the limitations related to availability of accurate box office data, especially for regional languages, all figures in this report should be considered as estimates, which may vary vis-à-vis actuals by upto 5% for Hindi, upto 10% for Hollywood, Tamil & Telugu, and upto 15% for other languages



ORMAX  
MEDIA

[www.ormaxmedia.com](http://www.ormaxmedia.com) | Twitter: @OrmaxMedia  
Copyright © Ormax Media Pvt. Ltd. 2020. All Rights Reserved.