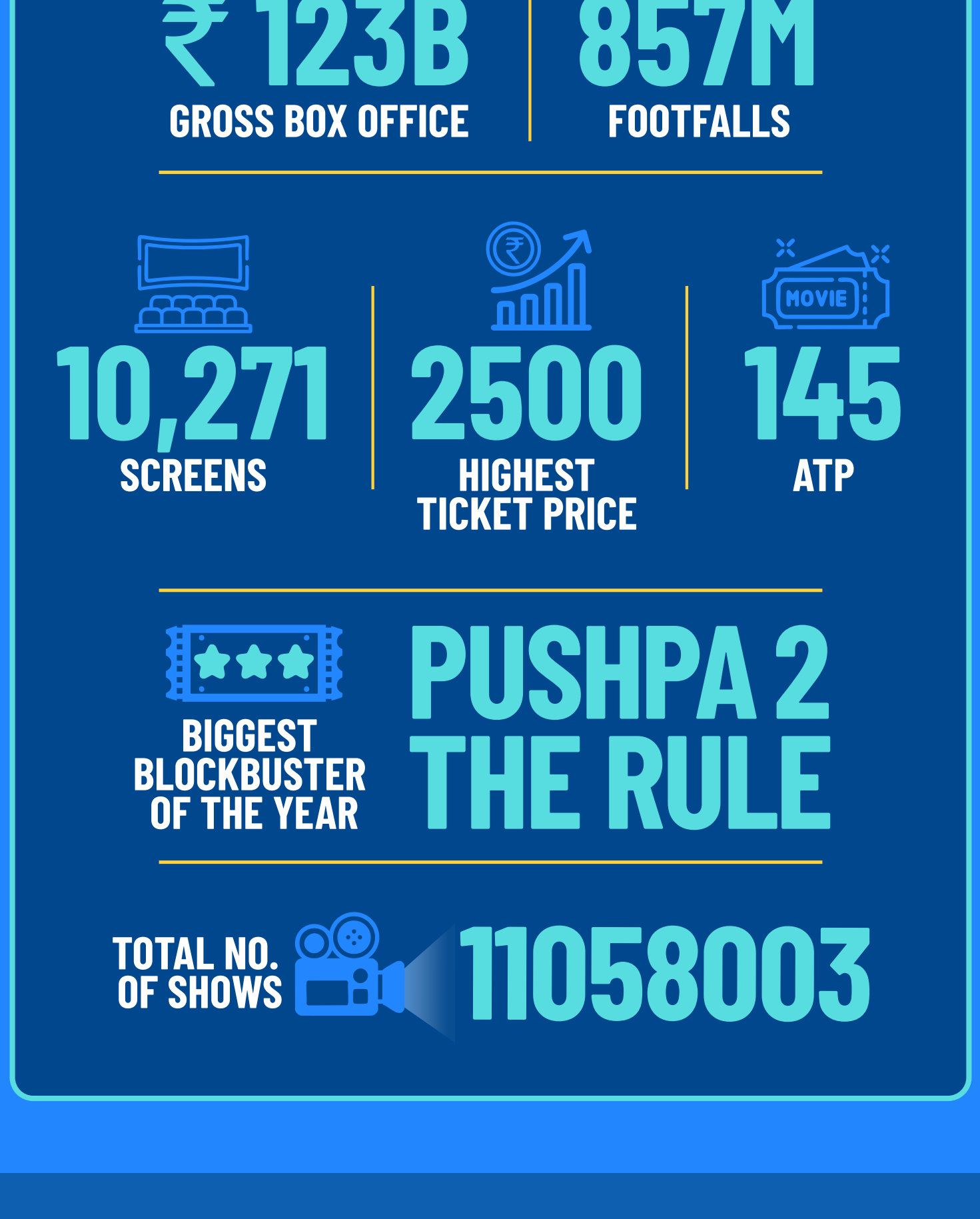


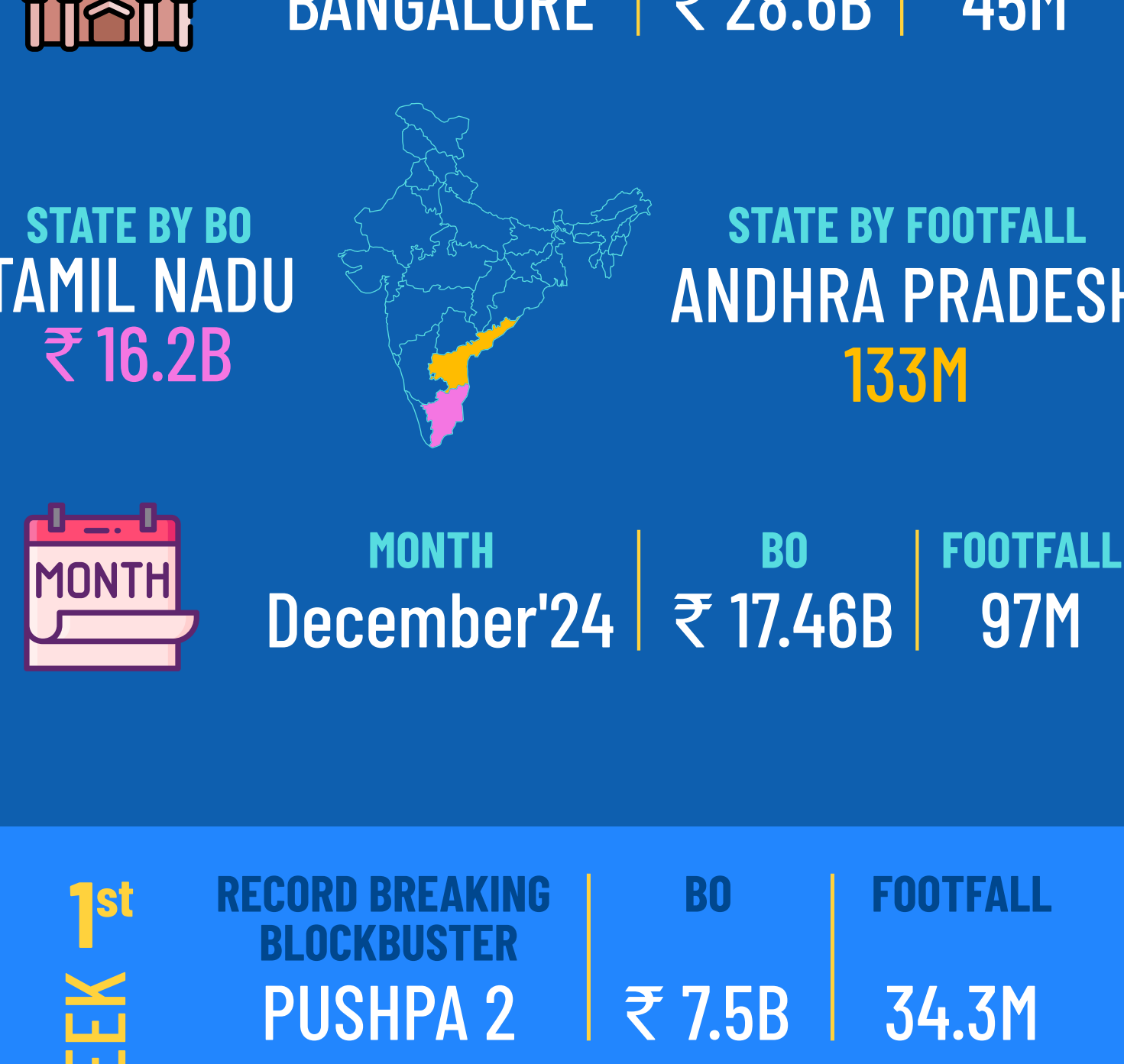
2024 IN REWIND

THE YEAR IN CINEMA

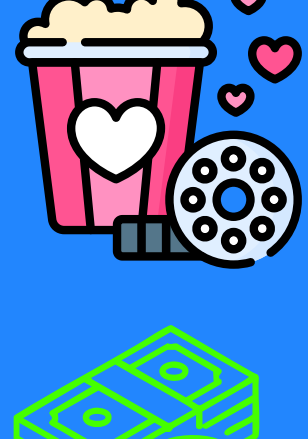
Exclusive insights into audience behavior, preferences, and engagement patterns!



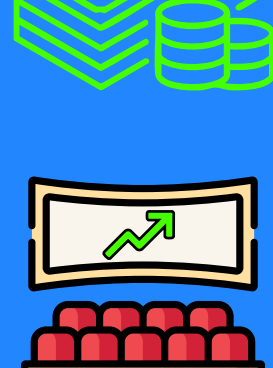
★ TOP PERFORMING ★



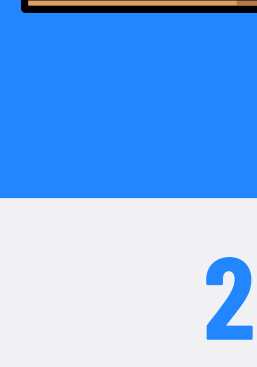
TOP 3 PERFORMING MOVIES BY LANGUAGE



South cinema continued to dominate with movies in Telugu and Kannada maintaining strong contributions



Kerala shows a 20% + increase in box office collections.



Andhra Pradesh and Telangana have relatively higher affinity for cinema when compared to the cinema-going population base.

2024 INSIGHTS

