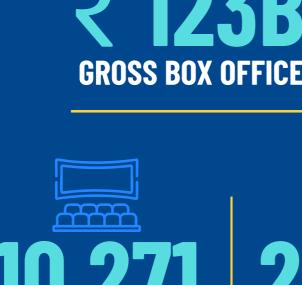


THE YEAR IN CINEMA Exclusive insights into

and engagement patterns!

audience behavior, preferences,





**TICKET PRICE** PUSHPA 2



TOTAL NO. 05 11058003

## ₹28.6B **BANGALORE**

**★** TOP PERFORMING ★



TAMIL NADU

**STATE BY FOOTFALL** 

ANDHRA PRADESH

133M

MONTH December'24 ₹ 17.46B

₹16.2B

**RECORD BREAKING** 

BO

**B0** 

**FOOTFALL** 

**FOOTFALL** 

97M

WEEK

PUSHPA 2 Interestingly it had its highest collections in Hindi language in Mumbai despite being a Telegu movie - reiterating that content is king.

**BLOCKBUSTER** 

₹ 7.5B

34.3M

#### STREE 2 **PUSHPA 2** AMARAN **BO BO BO** ₹ 12.69B

TOP 3 PERFORMING

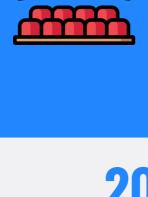
**MOVIES BY LANGUAGE** 

### **LANGUAGE LANGUAGE LANGUAGE TELUGU**



South cinema continued to dominate with movies in Telegu and Kannada maintaining strong contributions Kerala shows a 20% + increase

in box office collections.



Bollywood thrived in 2024 despite the absence of

superstars like SRK, Salman, and Aamir, matching 2023's box office and admissions without

blockbusters like Pathaan and Jawan.

**CONTENT IS KING** 

2024 INSIGHTS

**Andhra Pradesh and Telangana** 

cinema when compared to the cinema-going population base.

have relatively higher affinity for

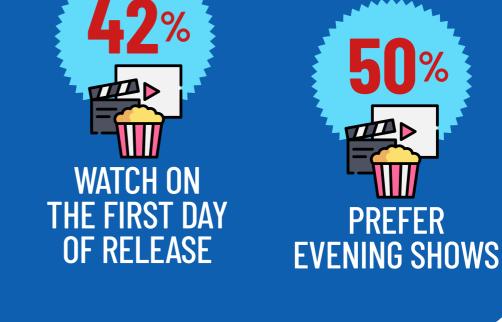




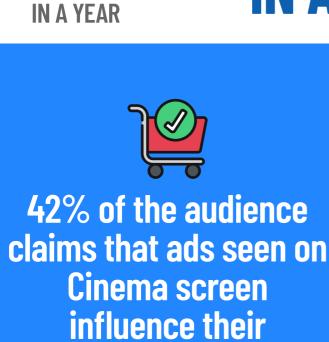
Bangalore leads in revenue and footfalls,

South Indian films now dominate Hindi markets, with Pushpa 2 and Kalki

outperforming their Telugu versions.



\* SHOWTIME PREFERENCES \*



purchase behaviour.

LOVE FIRST DAY, FIRST SHOW

ON AN AVERAGE,



**75**% 36% of the audience prefers of the audience prefers watching movies with family watching movies with work and friends colleagues, couples or alone

Majority of the Cinema activity is with friends and

family followed by work colleagues, couples and alone.

**VIEWING** 



**TRENDS** 

Watching Watching Watching Watching 4+ movies per month at least 1 movie per month

# Source: KANTAR | Definition of respondents: Age: 18-44 years | Centres: Delhi NCR, Mumbai, Bangalore, Hyderabad, Pune | 97% of them are from NCCS A category. They were interviewed outside cinema halls both at entry & exit. Hence, not restricting to a specific movie.