

THE ORMAX BOX OFFICE REPORT: 2024



Executive Summary (1/2)

- With gross box office of ₹11,833 Cr, 2024 became the second-best year of all time at the India box office, trailing only the collections of 2023 (₹12,226 Cr)
- Hindi cinema saw a decline in 2024, with collections dropping from ₹5,380 Cr in 2023 to ₹4,679 Cr, and its box office share reducing by 4 percentage points, to 40%. Notably, 31% of Hindi cinema's collections came from dubbed versions of South Indian films. If only original Hindi language films are considered, the decline in box office was a steep 37%
- Malayalam cinema doubled its box office share from 5% in 2023 to 10% in 2024, surpassing the ₹1,000 Cr mark for the first time ever. Meanwhile, Tamil & Telugu maintained their box office share with marginal differences compared to 2023
- Pushpa 2: The Rule was the highest-grossing film of 2024, with a gross box office of ₹1,403 Cr. Its dubbed Hindi version achieved ₹889 Cr, setting a new record as the highest-grossing 'Hindi' film of all time



Executive Summary (2/2)

- Pushpa 2: The Rule, Kalki 2898 AD & Stree 2 were the only films to surpass the ₹500 Cr mark at the India box office. Devara - Part 1, Bhool Bhulaiyaa 3 & The Greatest Of All Time were the other three films to gross above ₹300 Cr in 2024
- 2024 registered 88.3 Cr (883 Million) footfalls, reflecting a 6% decline from 2023. Footfalls in 2024, were lower than the last two years, and continue to remain lower than pre-pandemic levels
- Average Ticket Price (ATP) saw a marginal growth of 3% over 2023, from ₹130 to ₹134, compared to double-digit growth over the last two years, indicating more stability in ticket prices in 2024
- Hollywood experienced the steepest de-growth in 2024, with its gross box office collections dropping by 17% compared to 2023
- Gujarati cinema recorded an impressive 66% increase over 2023, which is only behind the growth of Malayalam cinema

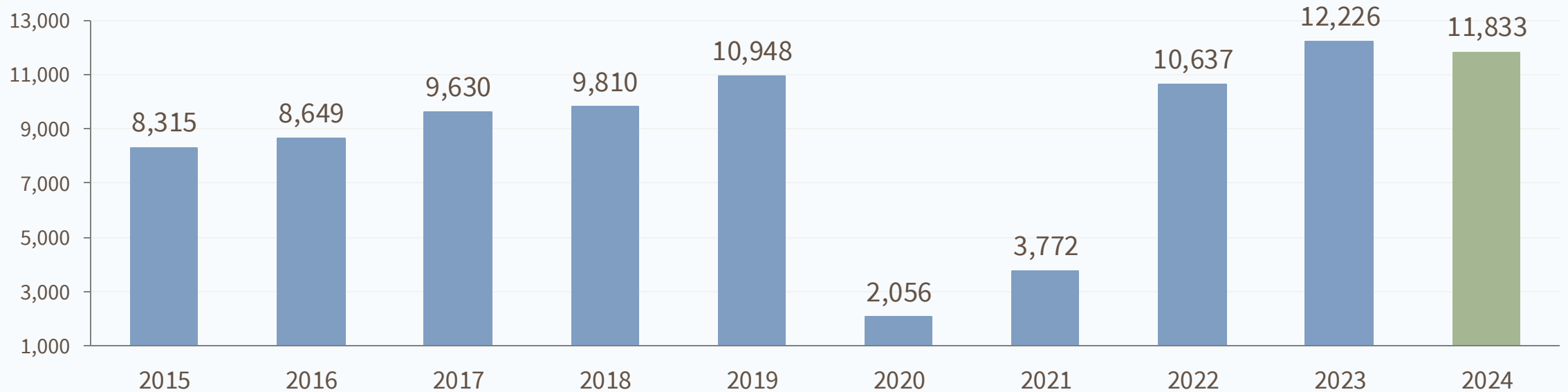


BOX OFFICE COLLECTIONS



India Box Office

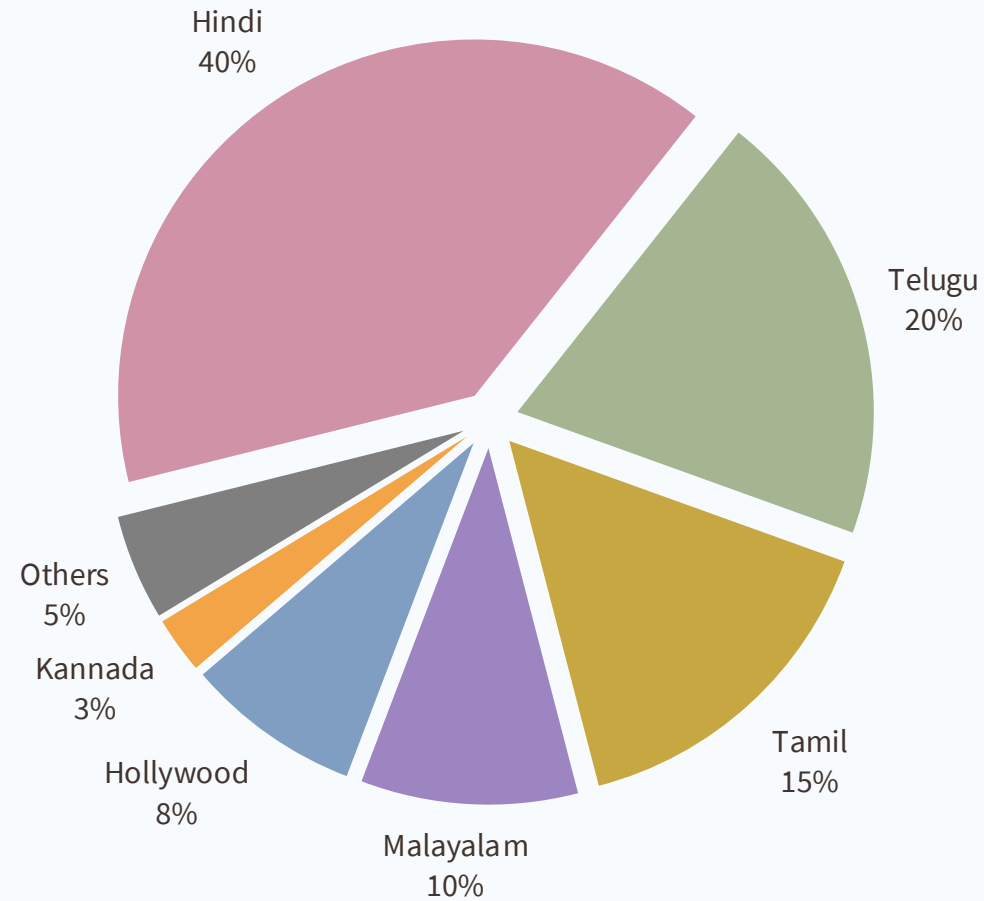
Gross Box Office (` Cr)



Despite a marginal 3% decline compared to the previous year, 2024 stands as the second-highest-grossing year at the Indian box office, falling just short of the ₹12,000 crore milestone. It also marks the fourth year to surpass the ₹10,000 crore mark, following 2019, 2022 & 2023.



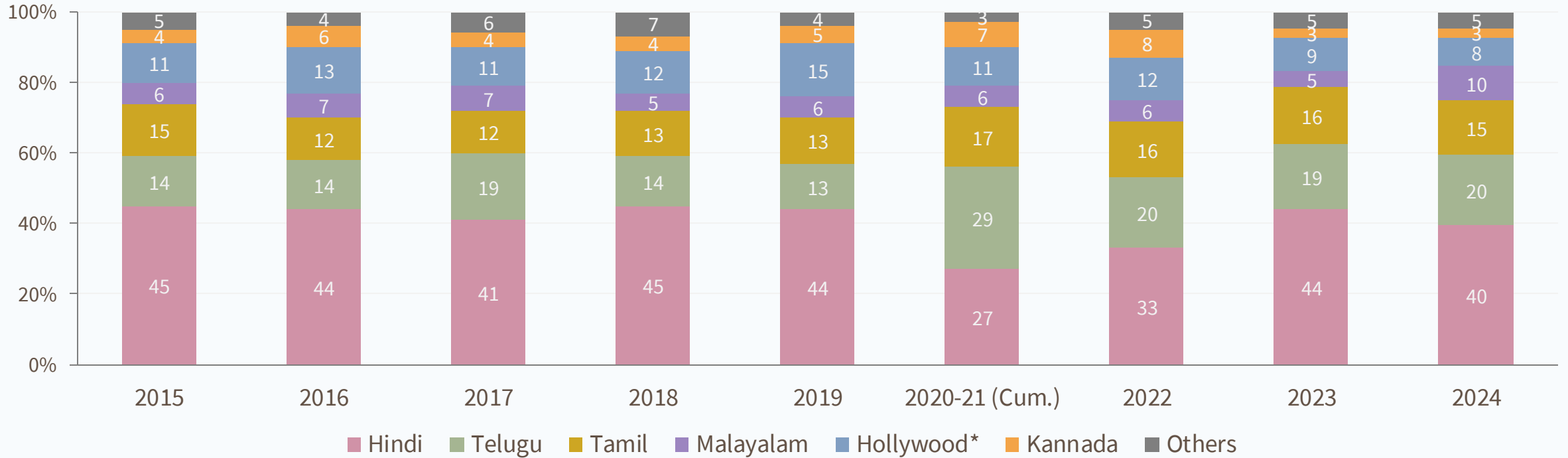
Box Office Share by Language



**Hollywood includes all language versions*



Box Office Share by Language



*Hollywood includes all language versions

Hindi cinema's share declined by 4 percentage points, while most other languages, including Tamil, Telugu & Hollywood held steady. Malayalam cinema, however, had a breakout year, doubling its share from 5% in 2023 to 10% in 2024.



Box Office by Language (2023 vs. 2024)

Language	Gross BO (2023)	Gross BO (2024)	Growth %	% Share (2023)	% Share (2024)
Hindi	5380	4679	-13%	44	40
Telugu	2265	2348	4%	19	20
Tamil	1961	1829	-7%	16	15
Malayalam	572	1165	104%	5	10
Hollywood*	1139	941	-17%	9	8
Kannada	312	304	-3%	3	3
Punjabi	235	203	-14%	2	2
Marathi	201	177	-12%	2	1
Gujarati	50	84	66%	0	1
Bengali	66	68	4%	1	1
Others	43	35	-18%	0	0

Malayalam cinema experienced remarkable growth of more than 100% in 2024. Gujarati cinema also saw impressive growth, with 66% increase in its gross BO.

While most other languages experienced a decline, Hollywood saw the steepest drop this year, shrinking by 17%.

Gross BO figures in ` Cr

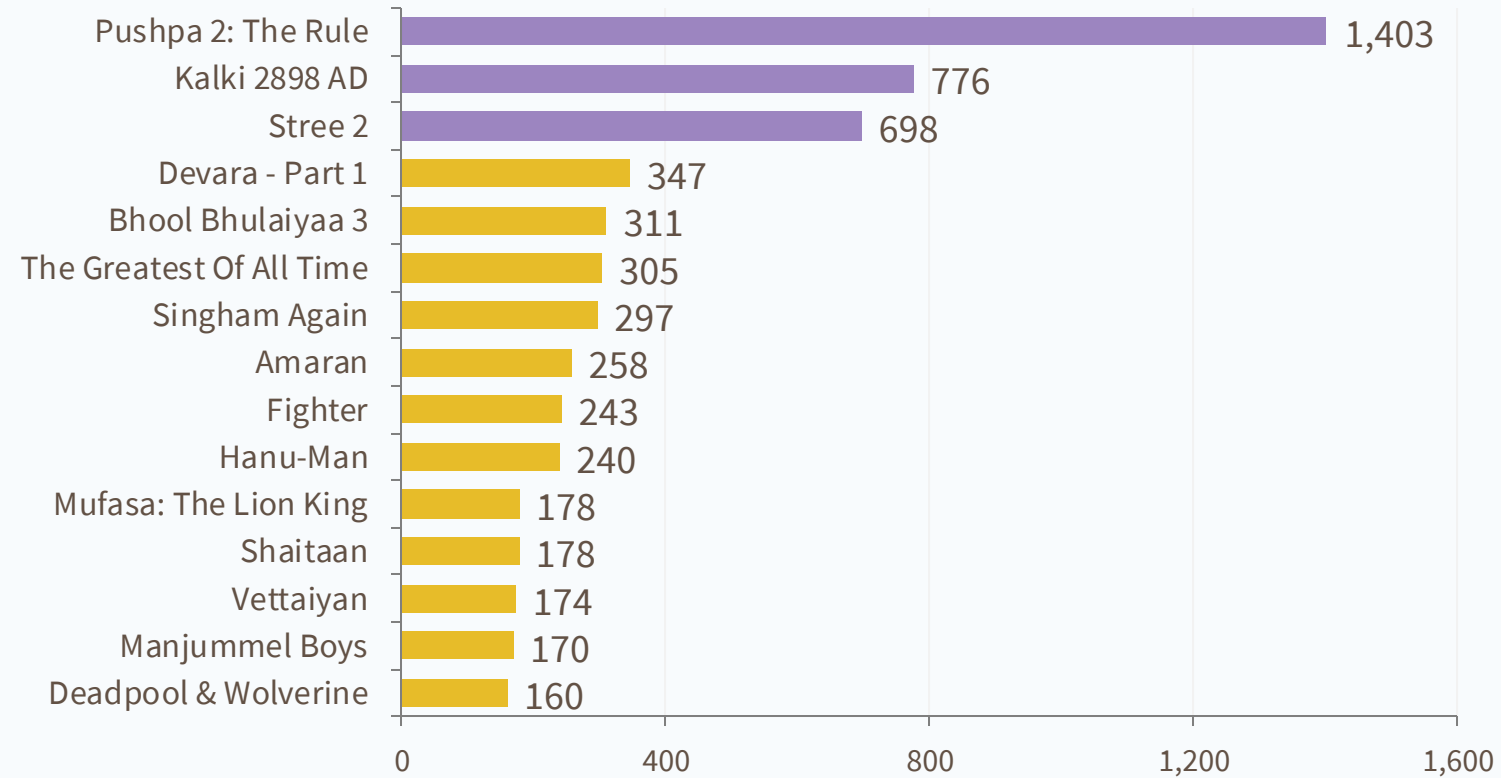
*Hollywood includes all language versions



Top 15 Films (All India)



Gross Box Office (` Cr)



Lifetime gross has been estimated for films still running in theatres
Cumulative BO of each film in all languages in which it was released

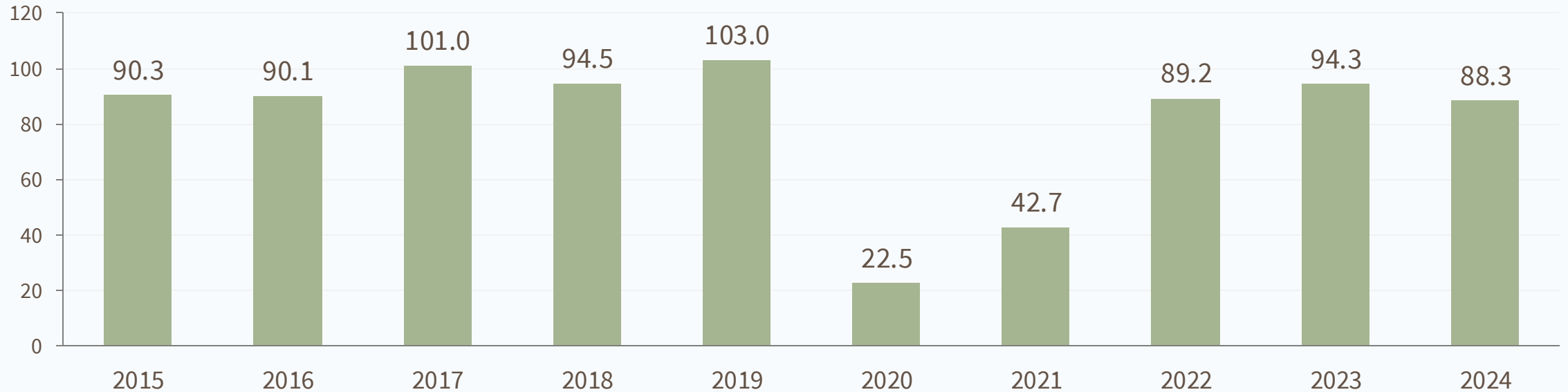


FOOTFALLS & AVERAGE TICKET PRICE



Domestic Footfalls

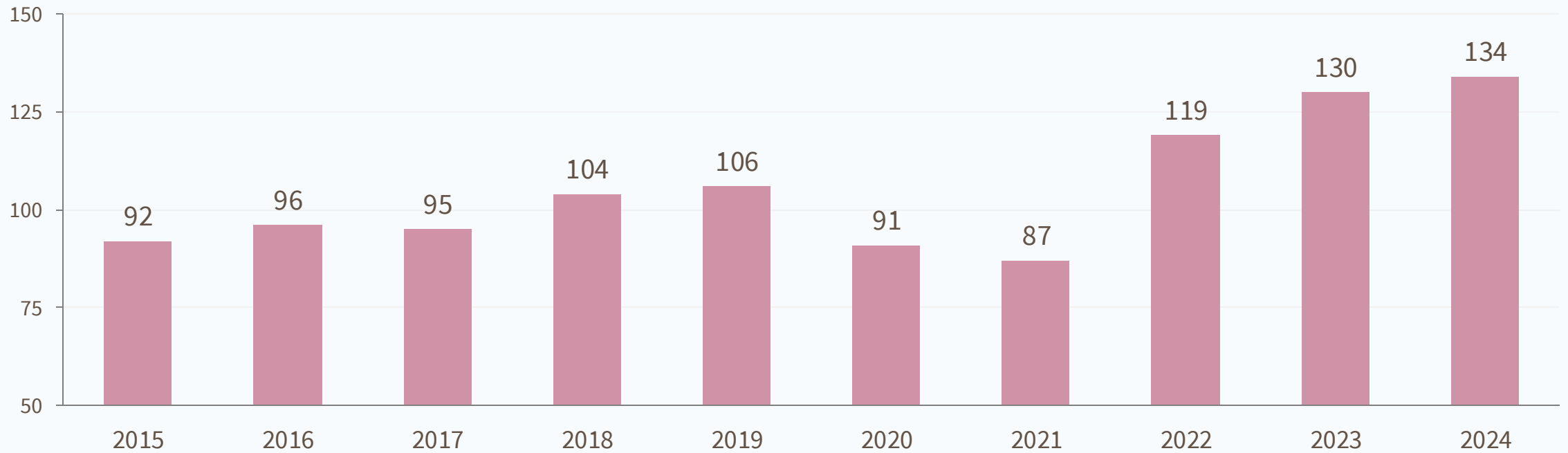
in Crore



Footfalls declined by 6% compared to 2023, falling below 2022 levels despite higher box office collections in 2024 vis-à-vis 2022. This underscores the increasing dependence of the box office on rising Average Ticket Prices (ATP) in recent years.



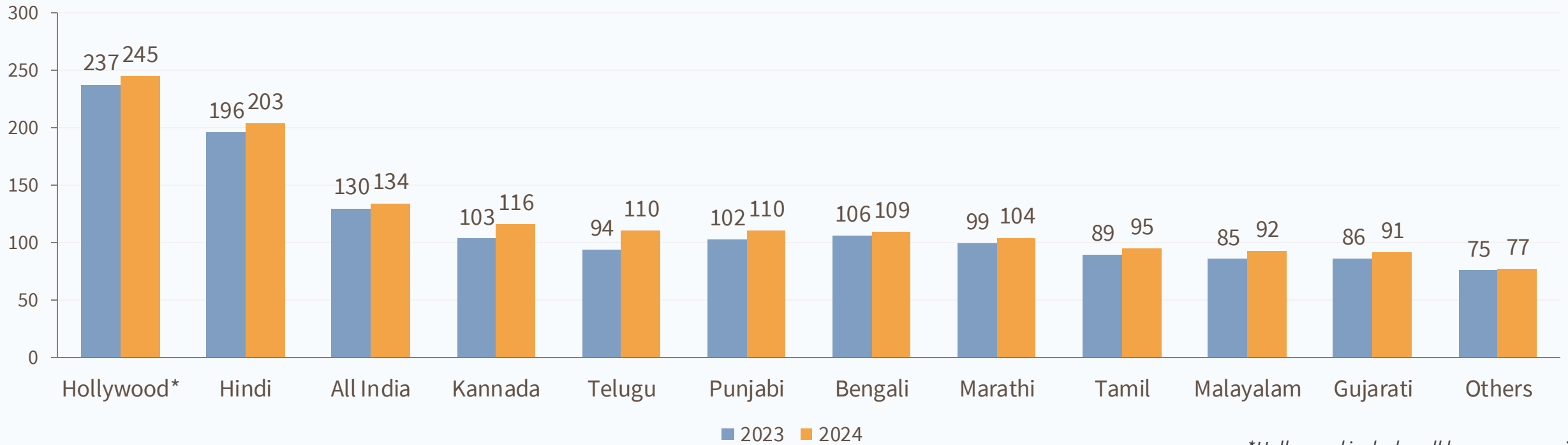
Average Ticket Price (`)



ATP growth was limited to only 3%, compared to double-digit growth over the last two years, indicating more stability in ticket prices.



ATP (₹) by Language



*Hollywood includes all language versions

Surge in ATP in Kannada and Telugu languages was driven by the implementation of a 2% cess on movie tickets in Karnataka, and the governments of Andhra Pradesh and Telangana permitting higher ATPs for tentpole films for their opening weeks, respectively.



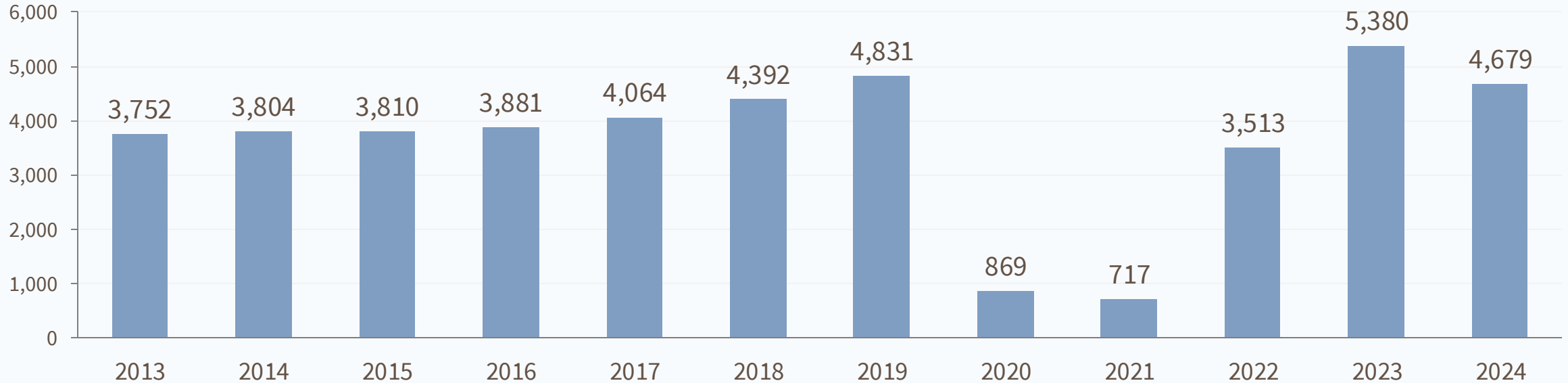
LANGUAGE-WISE PERFORMANCE

HINDI FILMS



Hindi: Domestic Box Office

Gross Box Office (` Cr)

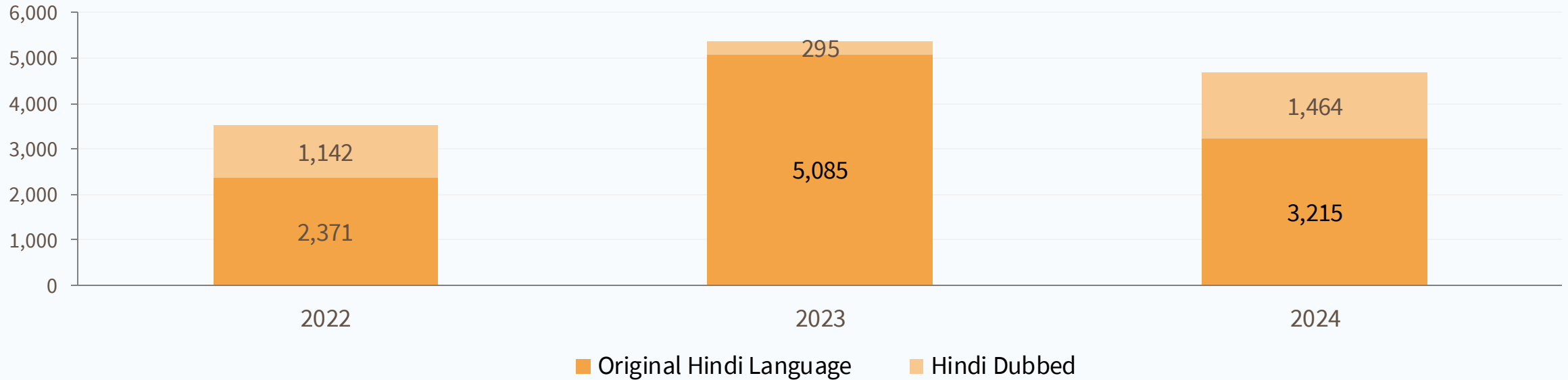


Despite Pushpa 2: The Rule (Hindi) and Stree 2 becoming the highest-grossing films of all time at the Hindi box office, Hindi cinema's overall collections in 2024 declined by 13%, falling below the 2019 mark, highlighting a disproportionate reliance on a few top-performing titles.



Hindi: Domestic Box Office - Original vs. Dubbed Titles

Gross Box Office (` Cr)



While the box office from original Hindi language films declined steeply by 37% in 2024, strong performance of dubbed titles, especially Pushpa 2: The Rule and Kalki 2898 AD, helped limit the overall decline to 13%.



Hindi: Domestic Footfalls

in Crore

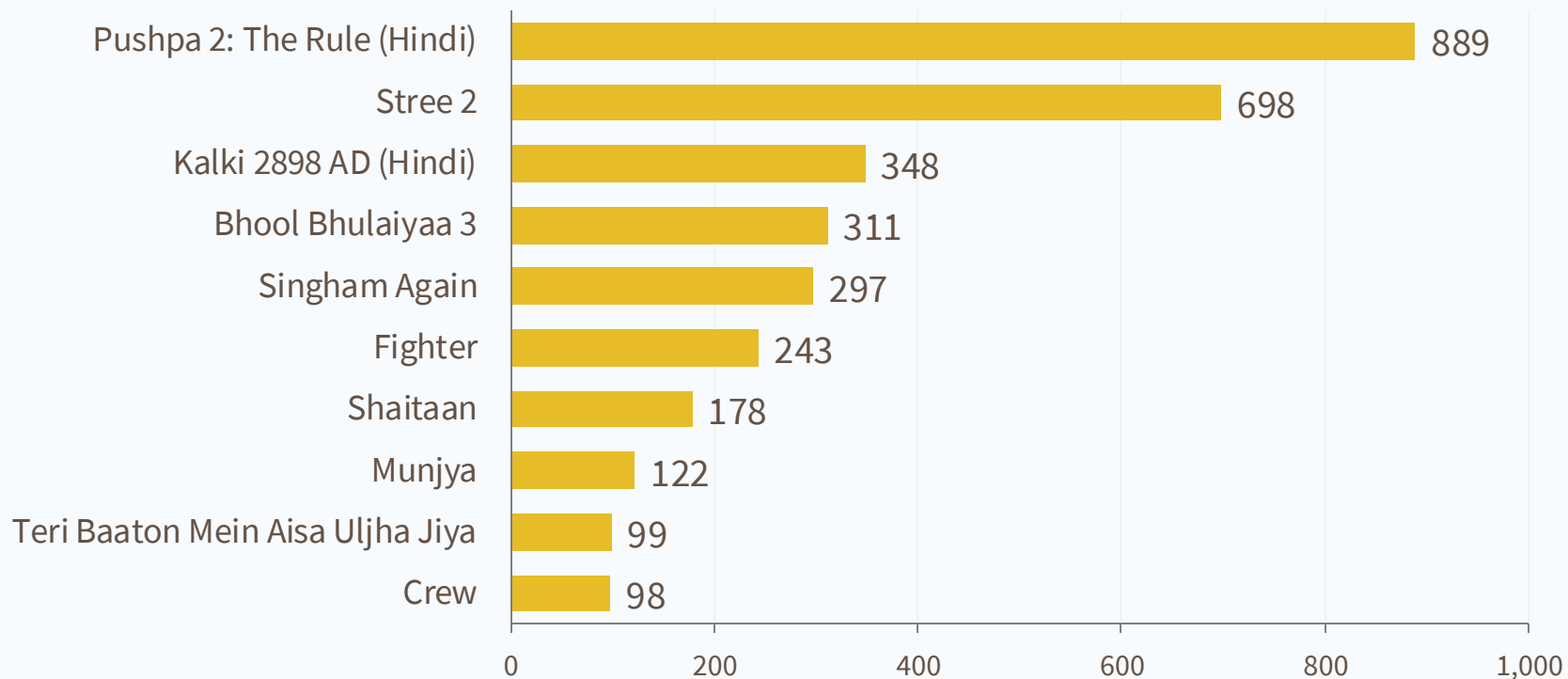


Hindi cinema's footfalls plummeted by 16% in 2024. At 23 Cr (230 Mn), they are significantly lower than the pre-pandemic footfalls, which were above the 30 Cr mark in most years.



Hindi: Top 10 Films

Gross Box Office (₹ Cr)



Pushpa 2: The Rule (Hindi) & Stree 2 contributed a staggering ₹1587 Cr (34%) to Hindi cinema's total collections, highlighting the increasing reliance of Hindi cinema on tentpole films.

Only six original Hindi language films were able to gross more than ₹100 Cr this year, compared to 16 in 2023.

*Lifetime gross has been estimated for films that are still running in theatres
For films released in multiple languages, only Hindi versions have been reported in this chart*

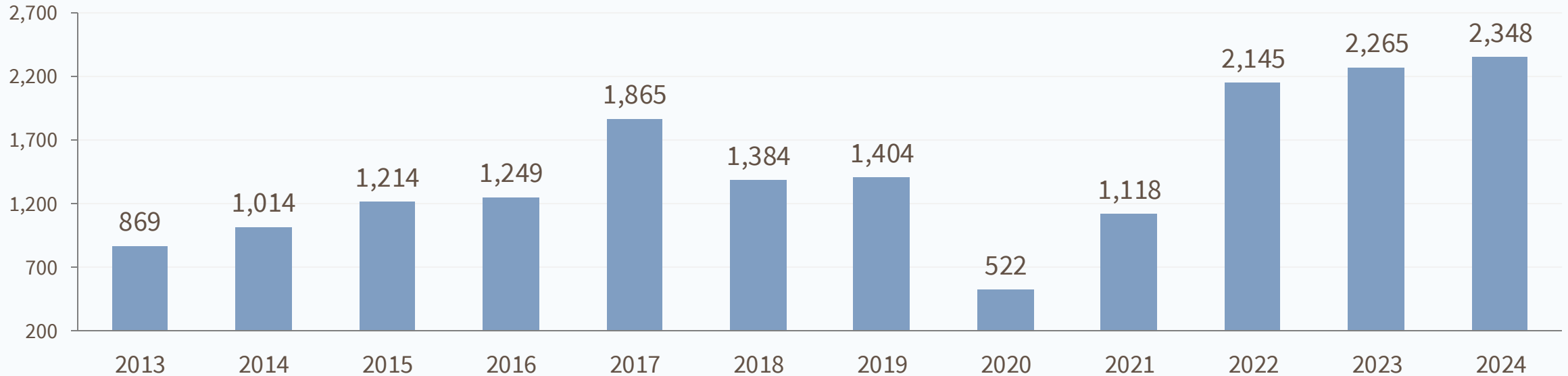


LANGUAGE-WISE PERFORMANCE TELUGU FILMS



Telugu: Domestic Box Office

Gross Box Office (` Cr)

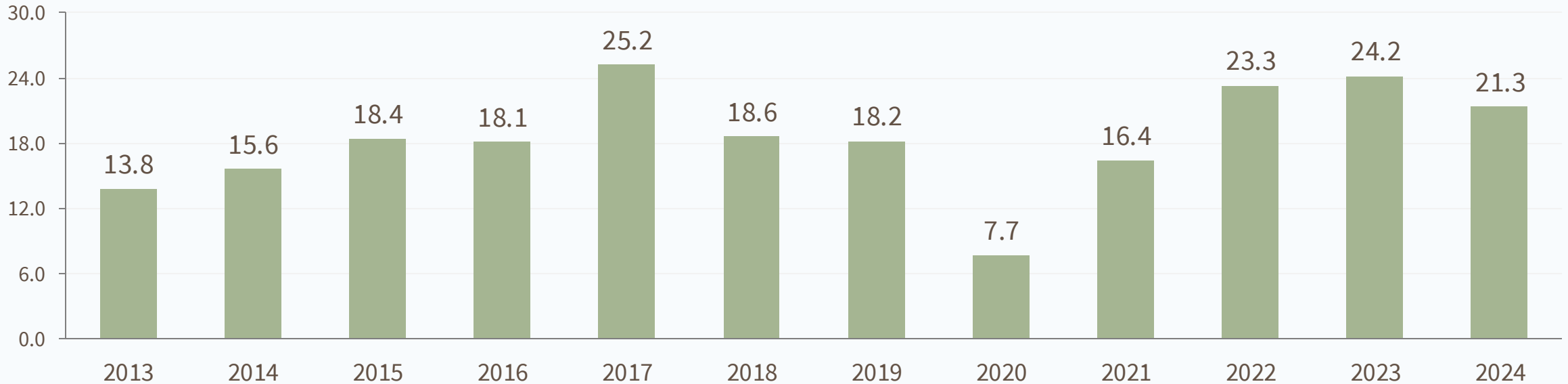


With a marginal growth compared to the previous year, 2024 became the best-ever year for Telugu cinema at the domestic box office, and also the third consecutive year in which Telugu cinema has crossed the `2,000 Cr mark.



Telugu: Domestic Footfalls

in Crore

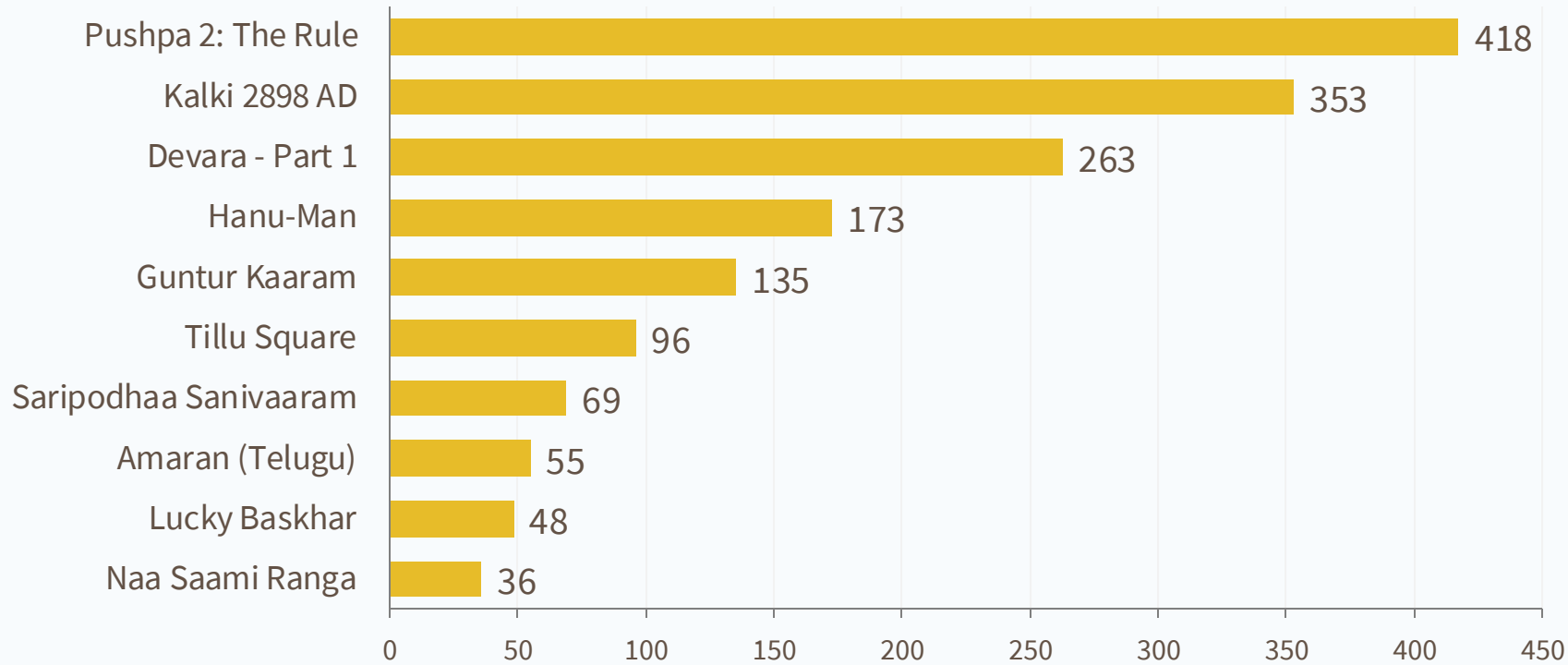


Amidst the increase in ticket prices of tentpole films, the footfalls in Telugu Cinema witnessed a decline, of nearly 3 Cr (12%), highlighting that the increase in ATP was the driver for higher box office collections for Telugu cinema in 2024.



Telugu: Top 10 Films

Gross Box Office (` Cr)



While Pushpa 2: The Rule became the highest-grossing Hindi film ever in its dubbed version, its Telugu collections fell significantly short of the record-holder RRR. However, Pushpa 2: The Rule and Kalki 2898 AD now rank among the Top 3 highest-grossing films in Telugu cinema, only behind RRR.

Amaran (Telugu) is the only dubbed film to feature in the top 10 list of Telugu cinema over the past two years.

*Lifetime gross has been estimated for films that are still running in theatres
For films released in multiple languages, only Telugu versions have been reported in this chart*



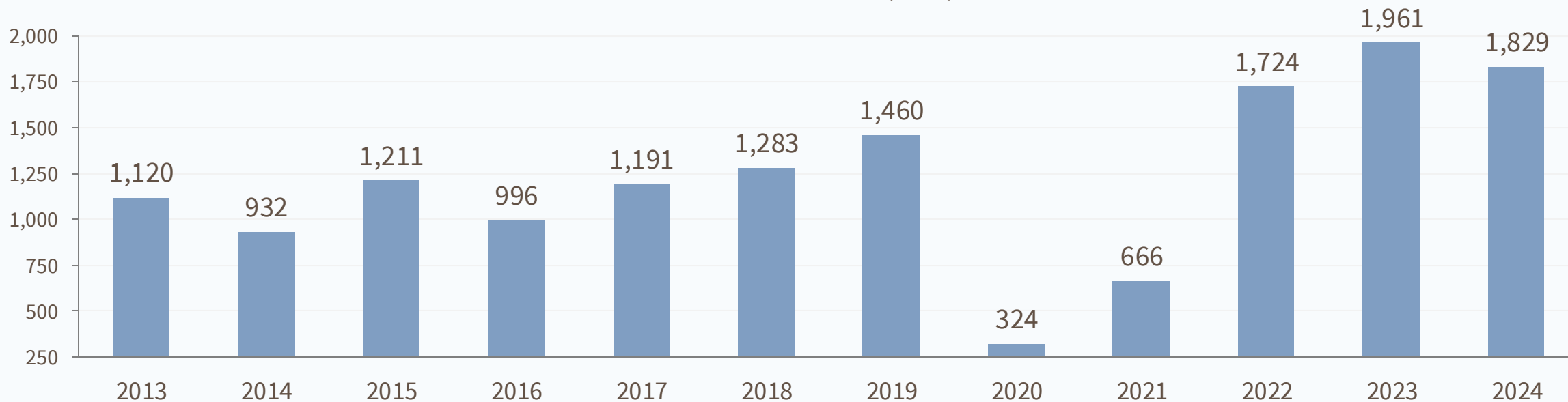
LANGUAGE-WISE PERFORMANCE

TAMIL FILMS



Tamil: Domestic Box Office

Gross Box Office (` Cr)



Despite a 7% decline in collections from 2023, Tamil cinema delivered another strong performance in 2024, crossing the ₹1,500 Cr mark for the third consecutive year, and recording its second-best year ever.



Tamil: Domestic Footfalls

in Crore

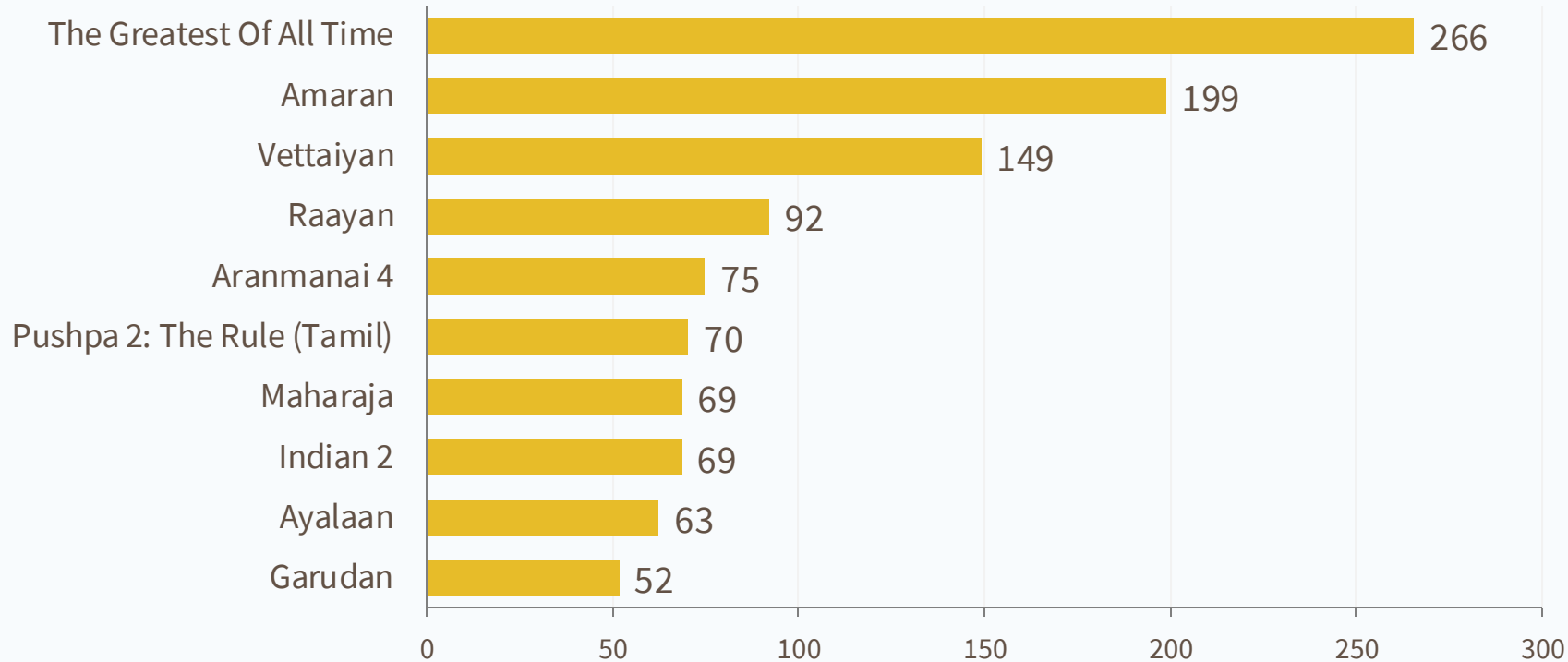


Footfalls in 2024 fell below the 2019 levels, marking the first year since the pandemic where the industry did not surpass the 20 Cr mark.



Tamil: Top 10 Films

Gross Box Office (` Cr)



Lifetime gross has been estimated for films that are still running in theatres
For films released in multiple languages, only Tamil versions have been reported in this chart

Only three Tamil films crossed the ₹100 Cr mark in 2024, compared to five in 2023, with The Greatest Of All Time being the sole film to gross over ₹250 Cr.

The year saw strong representation from mid-range films, reducing the dependence on the top 10 films from 71% in 2023 to 60% in 2024.

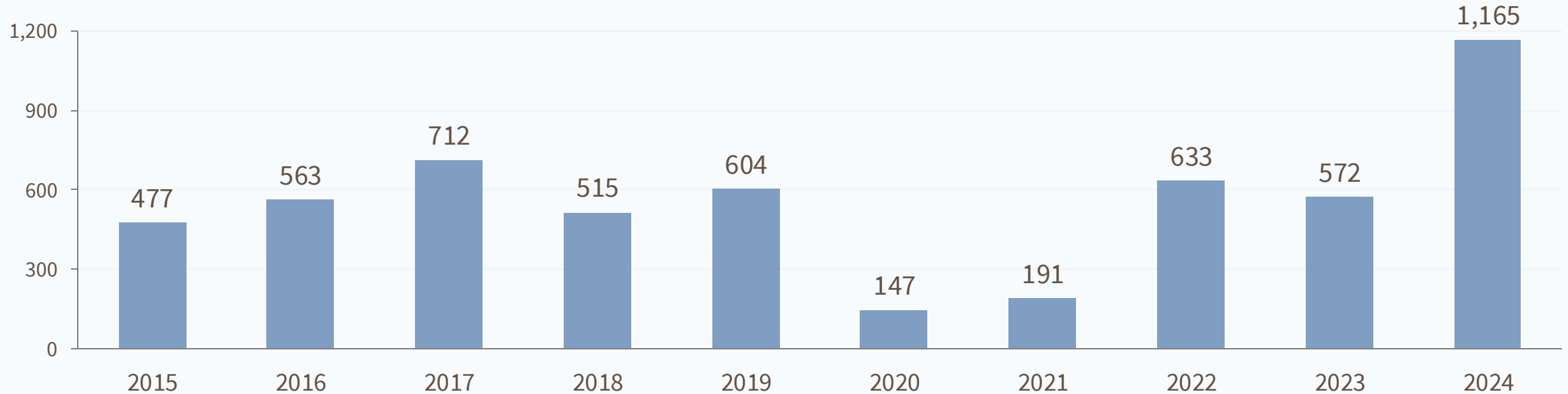


LANGUAGE-WISE PERFORMANCE MALAYALAM FILMS



Malayalam: Domestic Box Office

Gross Box Office (` Cr)

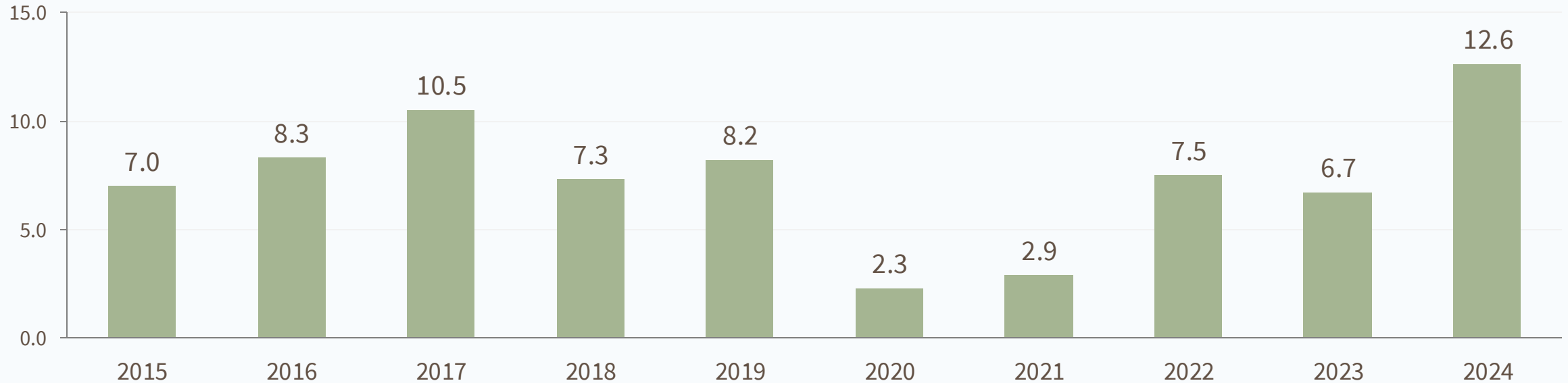


Malayalam cinema achieved its best-ever performance in 2024, achieving the ₹1,000 Cr milestone at the India Box Office for the first time ever.



Malayalam: Domestic Footfalls

in Crore

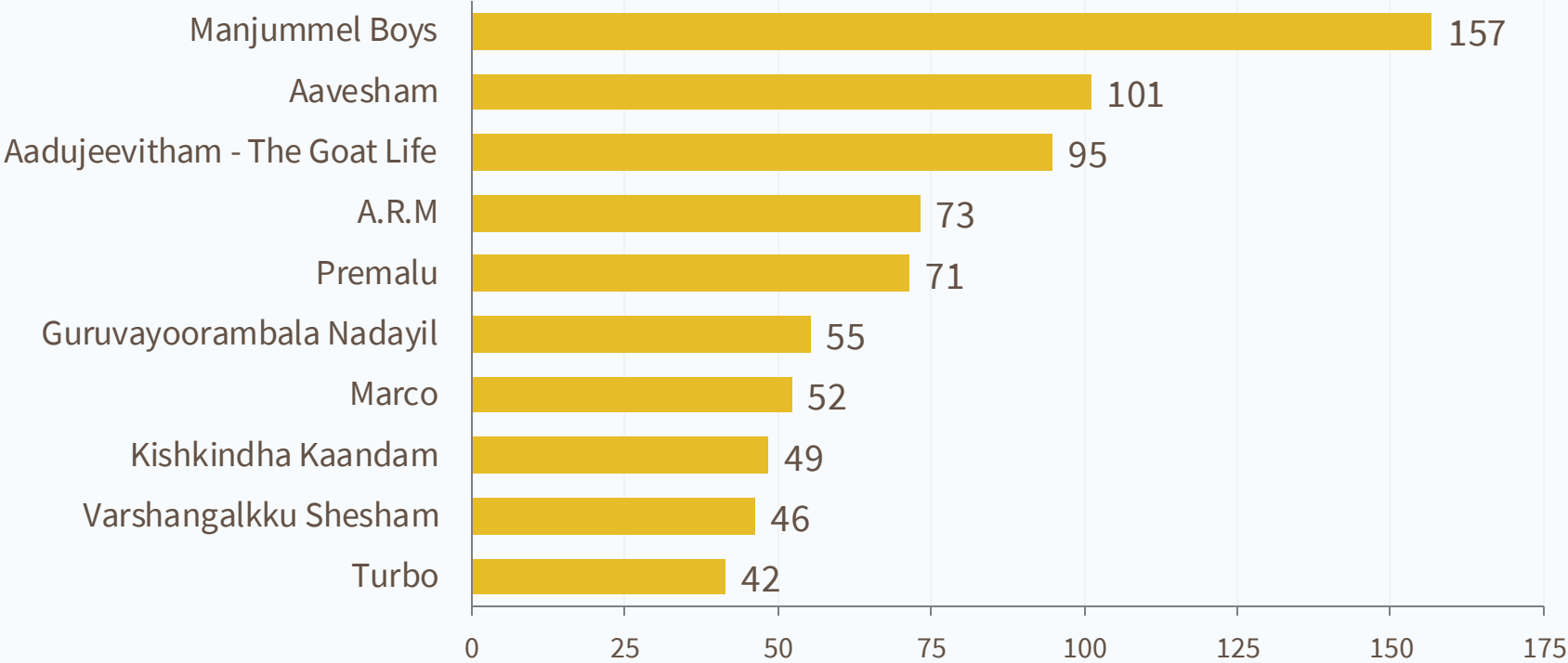


The industry's footfalls also nearly doubled (88% growth) compared to 2023, driven by the success of films like Manjummel Boys and Aavesham, which performed well not only in Kerala but also in neighbouring states like Tamil Nadu and Karnataka.



Malayalam: Top 10 Films

Gross Box Office (` Cr)



Manjummel Boys became the first Malayalam film to cross the ₹150 Cr mark, earning the distinction of being the highest-grossing Malayalam film of all time.

26 Malayalam films crossed the ₹10 Cr mark, doubling the count from 2023. This highlights the industry's success beyond just the top films, showcasing broader and more consistent growth.

*Lifetime gross has been estimated for films that are still running in theatres
For films released in multiple languages, only Malayalam versions have been reported in this chart*

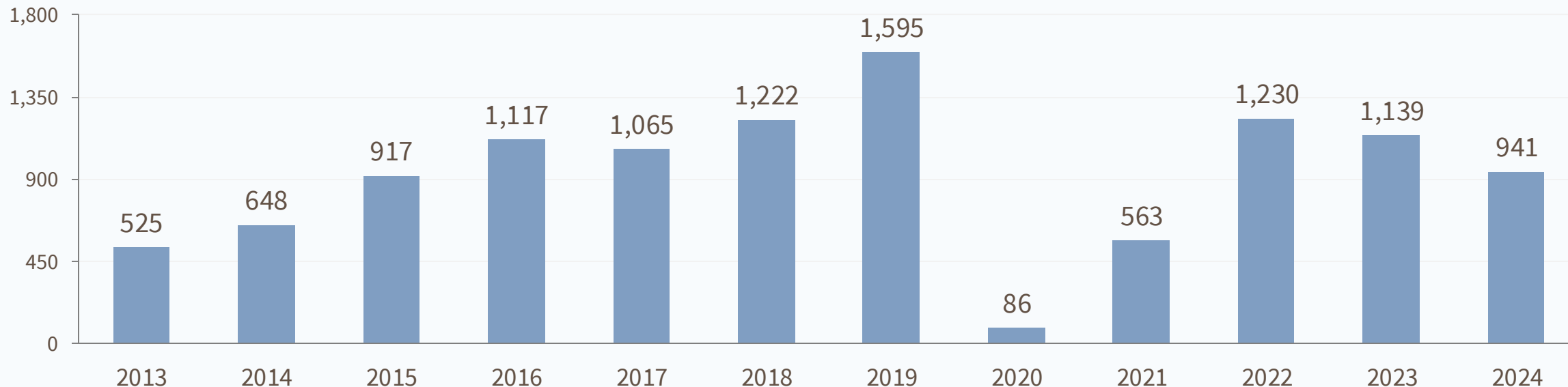


LANGUAGE-WISE PERFORMANCE HOLLYWOOD FILMS



Hollywood: India Box Office

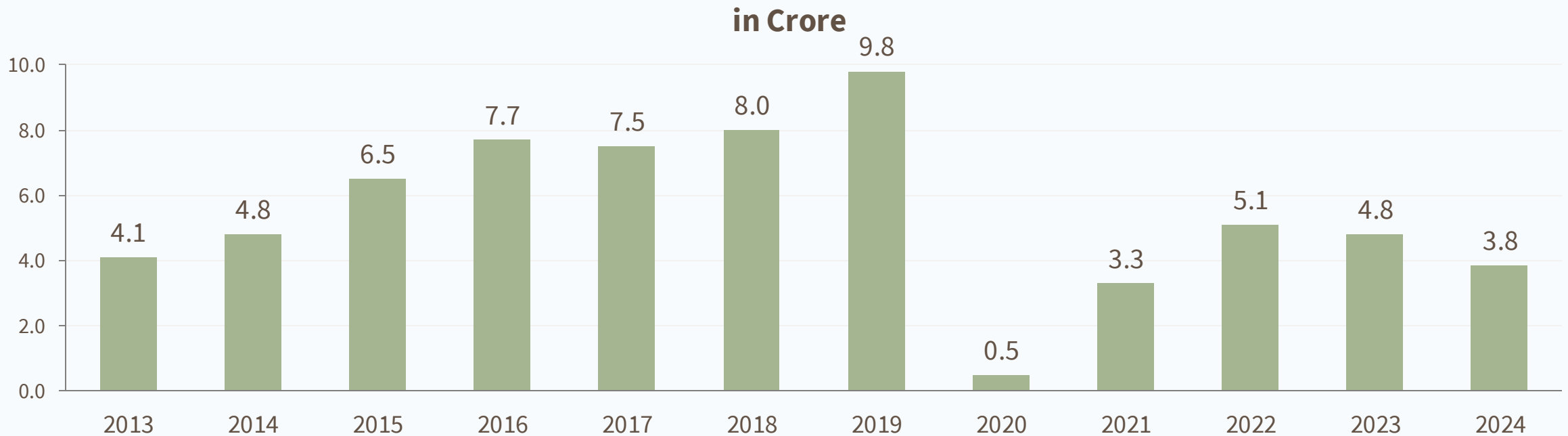
Gross Box Office (` Cr)



Hollywood continued its de-growth trend in 2024, marking the first year since 2015 that the industry failed to surpass the ₹1,000 Cr mark at the India Box Office (excluding the pandemic-affected years 2020-21).



Hollywood: India Footfalls

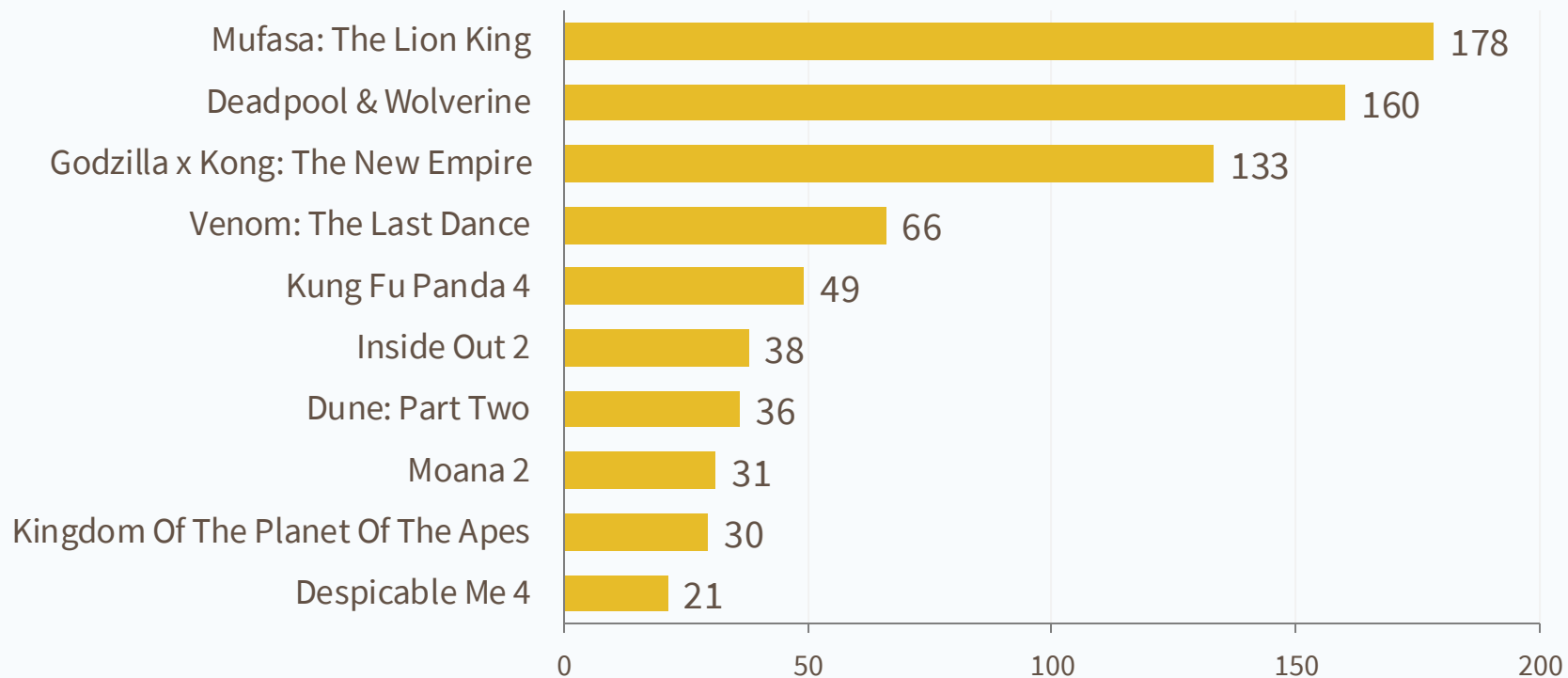


With footfalls at just 3.8 Cr, 2024 marked one of Hollywood's weakest years in India in the last decade.



Hollywood: Top 10 Films

Gross Box Office (` Cr)



For the second consecutive year, no Hollywood film crossed the ₹200 Cr mark in India, with only three films surpassing ₹100 Cr.

All the Top 10 films being franchise films underscores Hollywood's reliance on established brands for success in the Indian market, mirroring international trends.

*Lifetime gross has been estimated for films that are still running in theatres
Figures include all language versions*



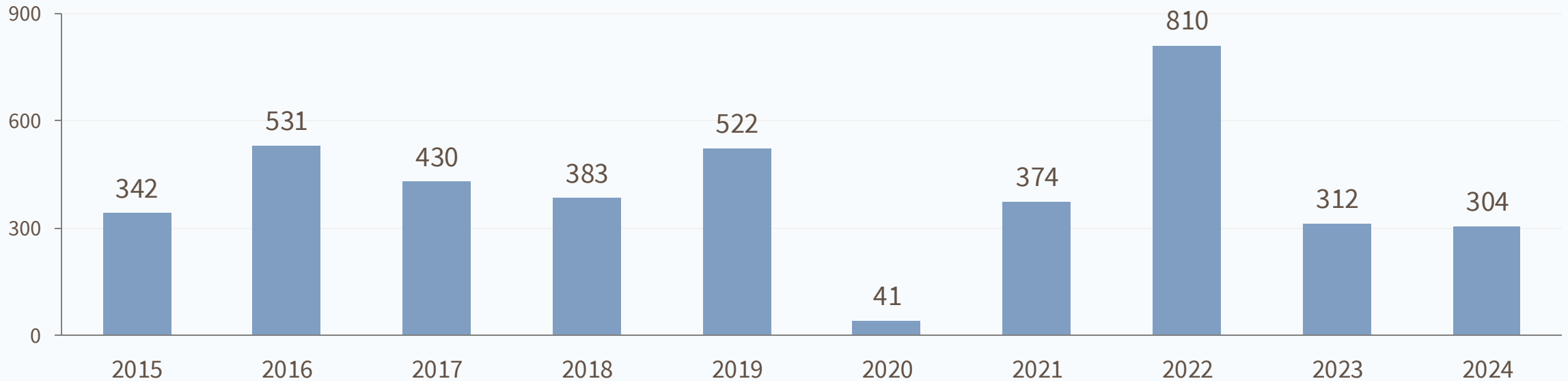
LANGUAGE-WISE PERFORMANCE

KANNADA FILMS



Kannada: Domestic Box Office

Gross Box Office (` Cr)

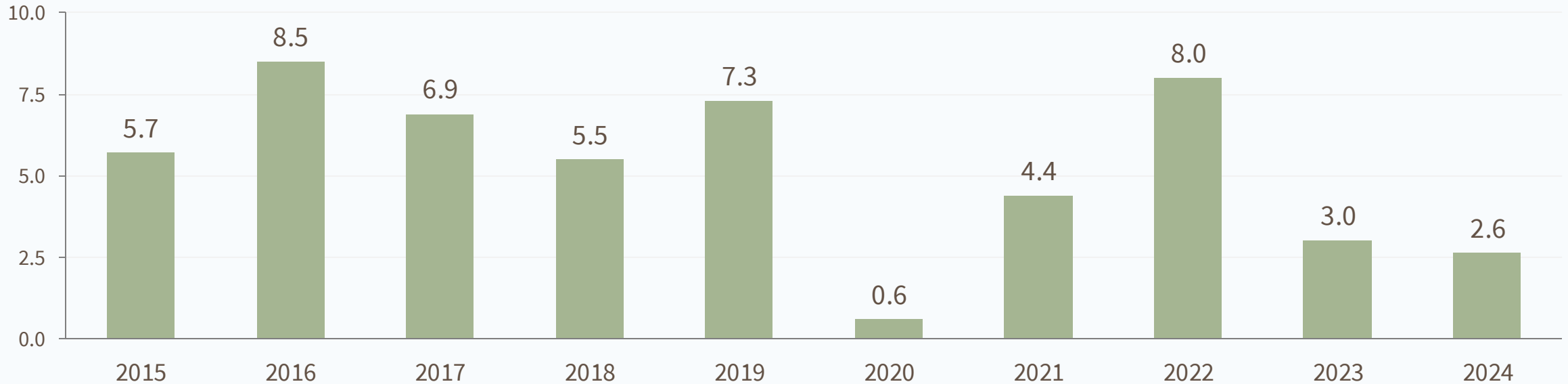


After a steep decline in 2023, the Kannada film industry just about managed to cross the ₹ 300 Cr mark in 2024, which turned out to be another poor year for the industry.



Kannada: Domestic Footfalls

in Crore

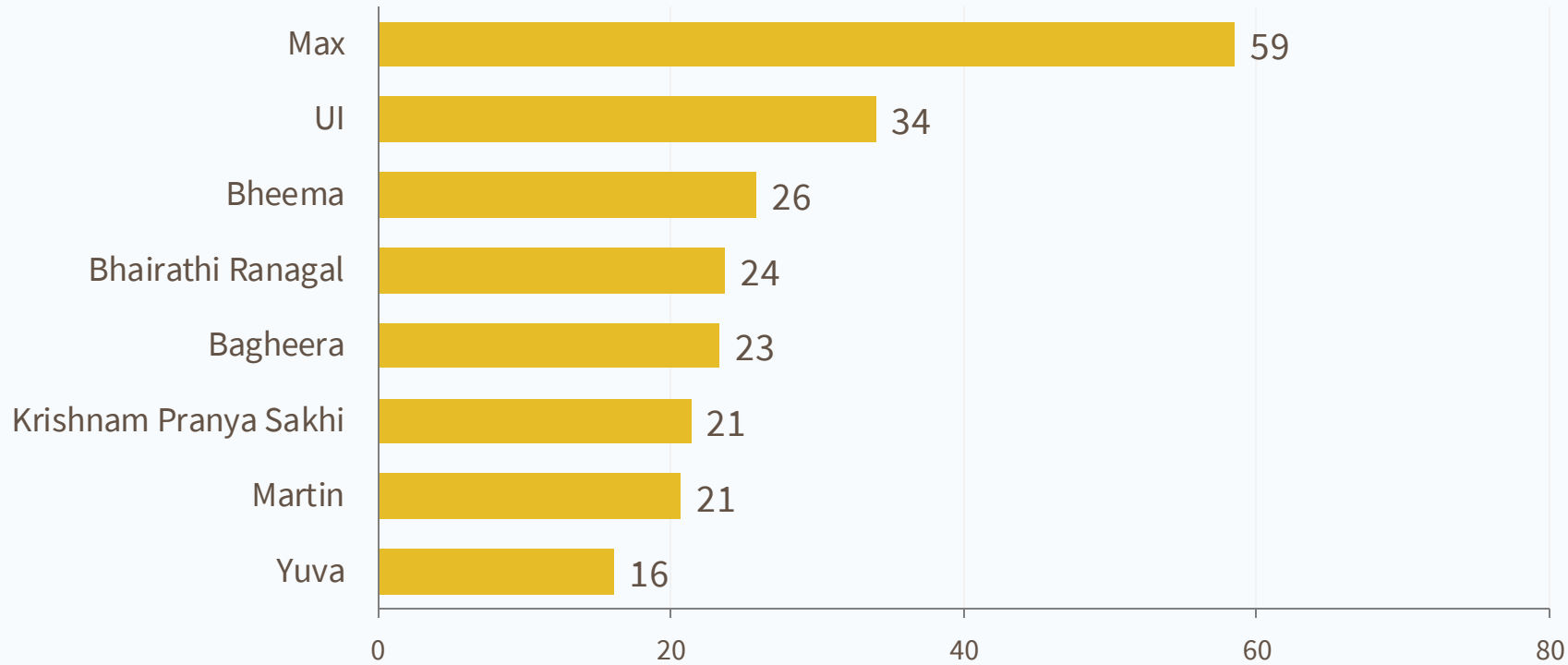


With a de-growth of 13% vis-à-vis 2023, footfalls in 2024 fell below the 3 crore mark for the first time in the past decade (excluding the pandemic-affected 2020).



Kannada: Top 8 Films

Gross Box Office (` Cr)



With only three films crossing the ₹25 crore mark in 2024, the Kannada film industry continued to face challenges. This mirrors the struggles of 2023, driven by a lack of successful big-ticket films amid growing competition in the multilingual market.

*Lifetime gross has been estimated for films that are still running in theatres
For films released in multiple languages, only Kannada versions have been reported in this chart*

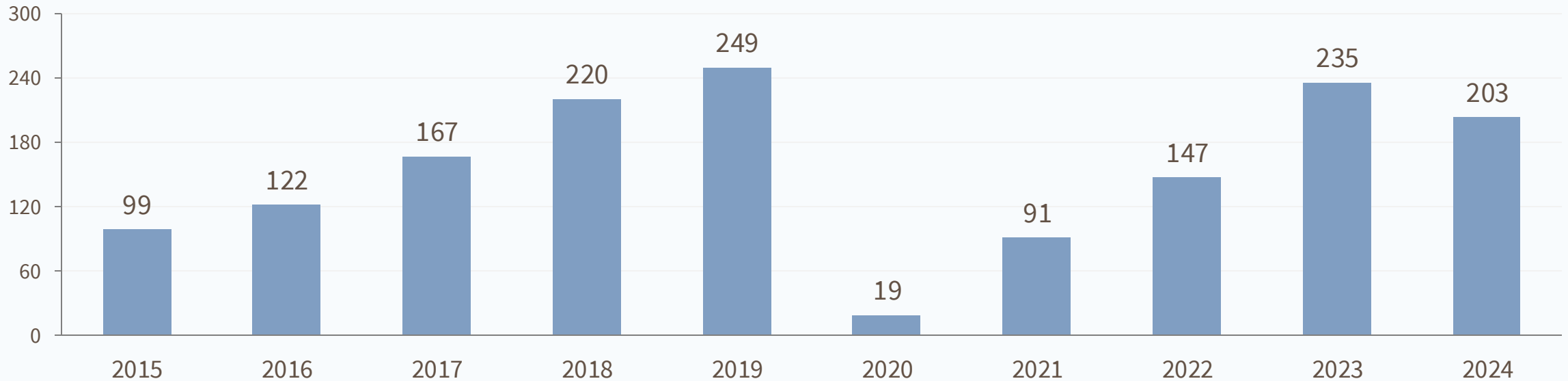


LANGUAGE-WISE PERFORMANCE PUNJABI FILMS



Punjabi: Domestic Box Office

Gross Box Office (` Cr)

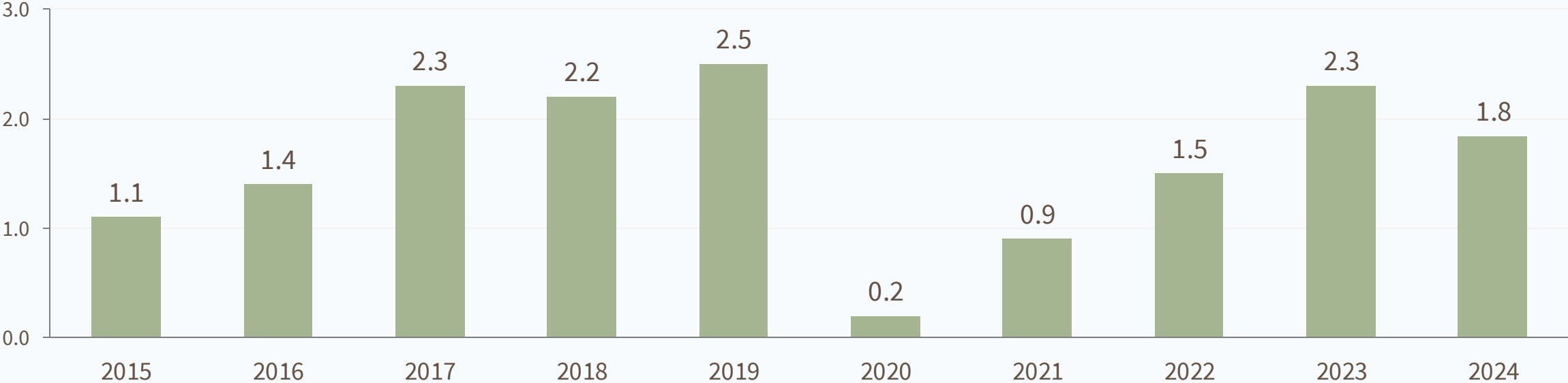


After a good 2023, Punjabi box office witnessed a drop of 14% in its box office in 2024. The lack of blockbuster films, combined with the underperformance of smaller titles, contributed to this decline.



Punjabi: Domestic Footfalls

in Crore

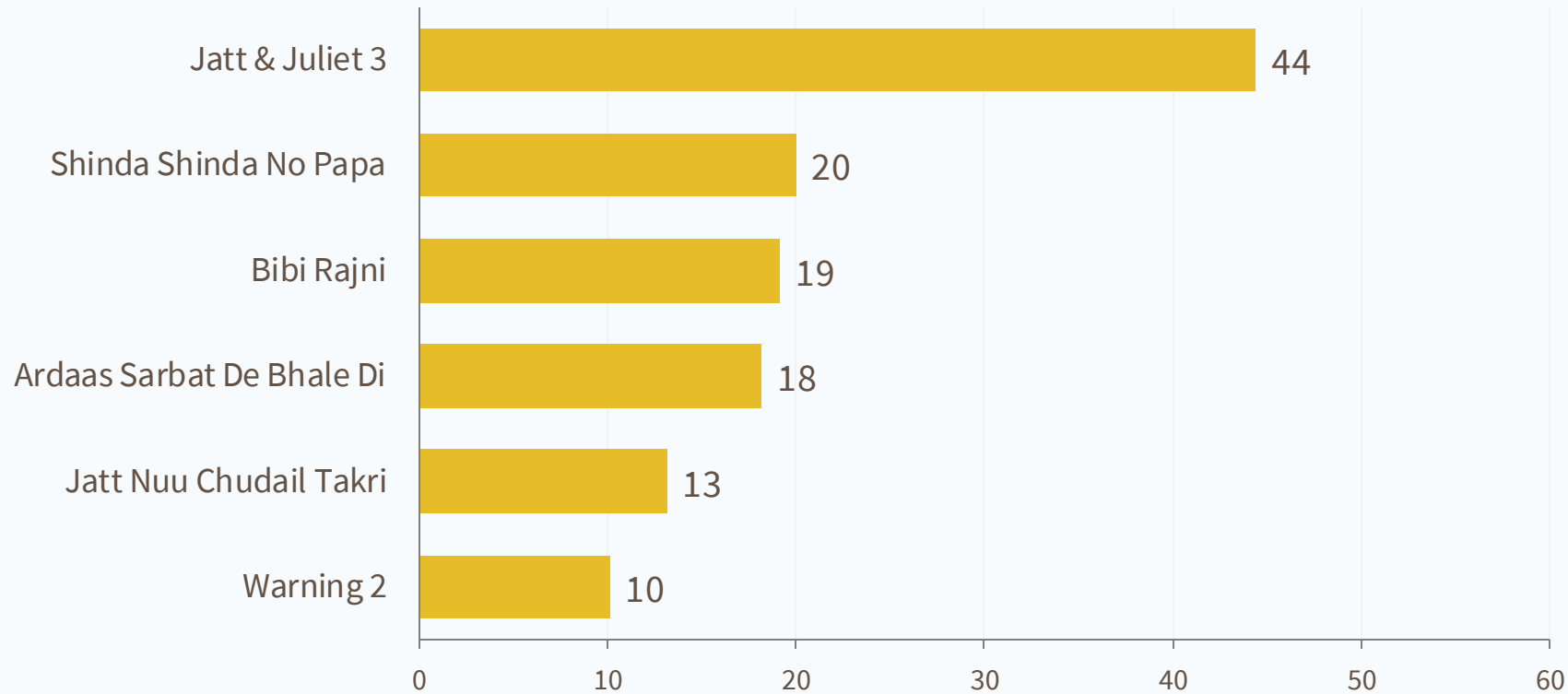


Punjabi footfalls too witnessed a decline of 20% vis-à-vis 2023, and fell short of the 2.0 Cr mark in 2024.



Punjabi: Top 6 Films

Gross Box Office (` Cr)



Jatt & Juliet 3 emerged as the top-performing Punjabi film of 2024, crossing the ₹40 crore mark, and contributing 22% to the Punjabi box office alone.

Six Punjabi films managed to gross `10+ Cr, matching the count from 2023.

Lifetime gross has been estimated for films that are still running in theatres

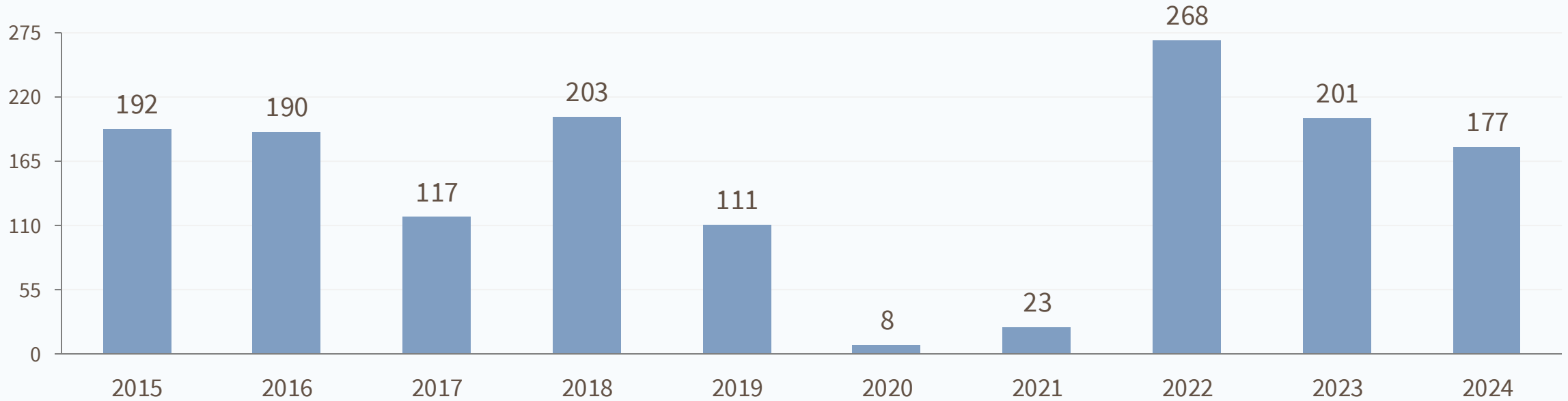


LANGUAGE-WISE PERFORMANCE MARATHI FILMS



Marathi: Domestic Box Office

Gross Box Office (` Cr)

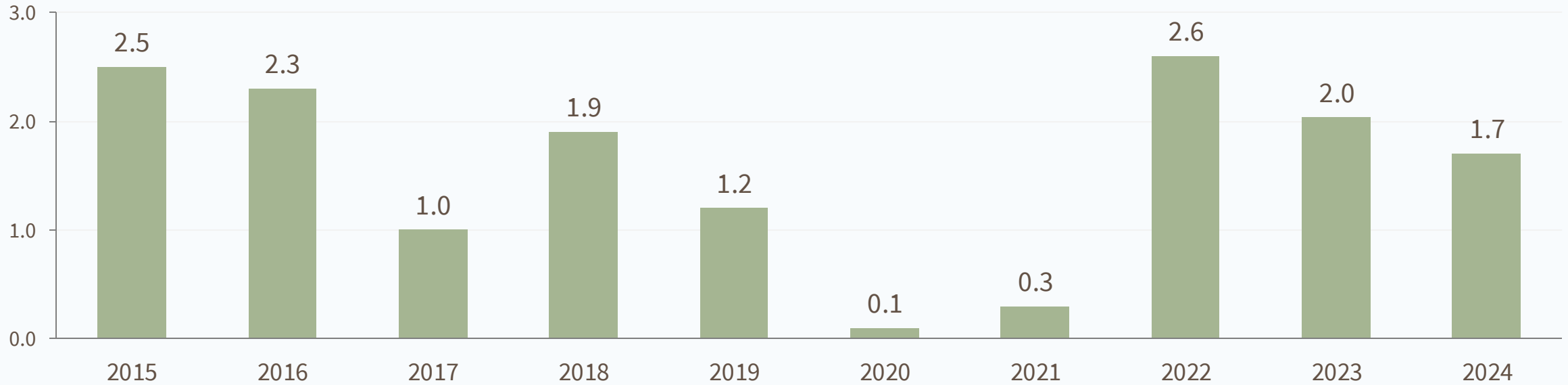


Marathi cinema experienced one of its weakest years in 2024, with total collections falling short of the ₹200 crore mark, a 12% decline compared to 2023.



Marathi: Domestic Footfalls

in Crore

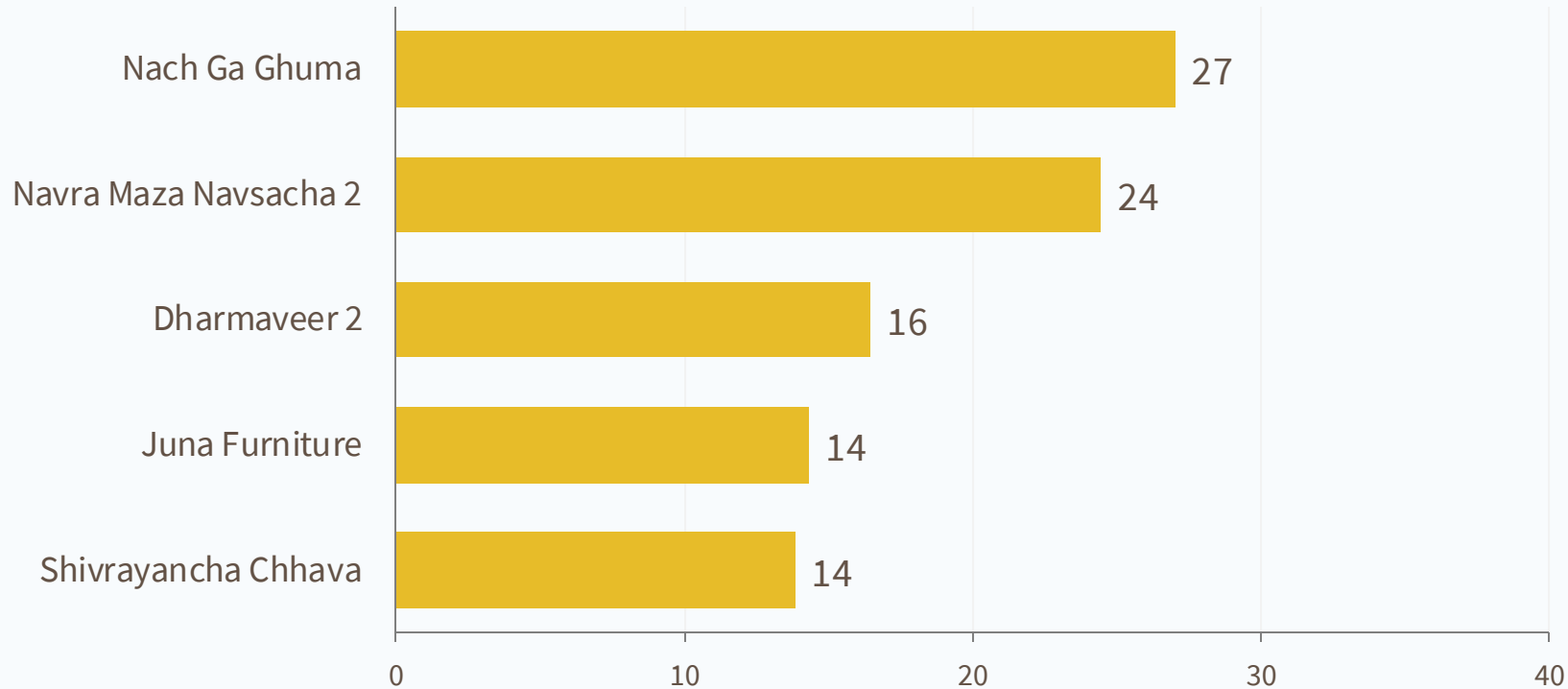


Marathi footfalls fell significantly below the 2 Cr mark in 2024. Marathi cinema has faced a steady decline since the pandemic, with both collections and footfalls decreasing year-on-year since 2022.



Marathi: Top 5 Films

Gross Box Office (₹ Cr)



While five Marathi films surpassed the ₹10 crore mark in 2024 (compared to just three in 2023), the absence of a major blockbuster like Baipan Bhari Deva (2023) and Ved (2022) led to the decline in Marathi cinema's box office collections in 2024.

*Lifetime gross has been estimated for films that are still running in theatres
For films released in multiple languages, only Marathi versions have been reported in this chart*

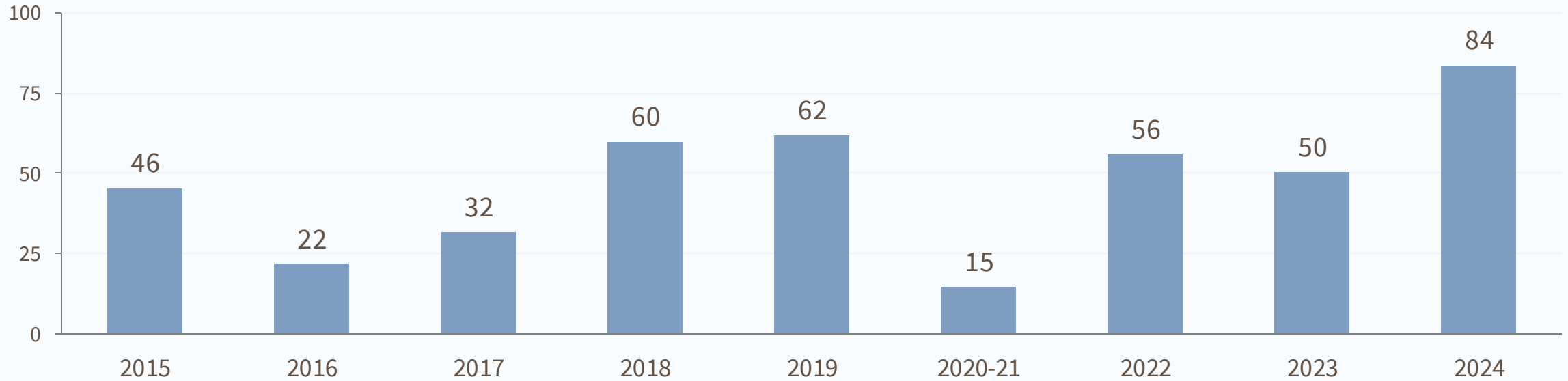


LANGUAGE-WISE PERFORMANCE GUJARATI FILMS



Gujarati: Domestic Box Office

Gross Box Office (` Cr)

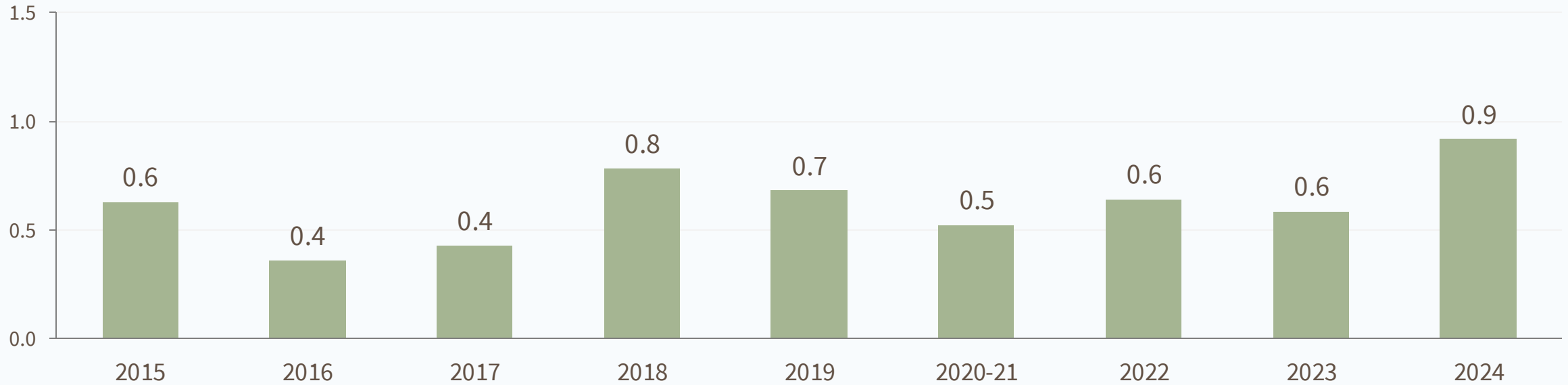


The Gujarati box office experienced an impressive growth of 66% in 2024 vis-à-vis 2023, with collections exceeding the ₹80 crore mark for the first time ever, driven by the blockbuster film Jhamkudi, which grossed over ₹20 crore.



Gujarati: Domestic Footfalls

in Crore



In 2024, Gujarati box office footfalls also saw a remarkable 57% growth, making it the best year ever for the industry in terms of theatrical footfalls too.

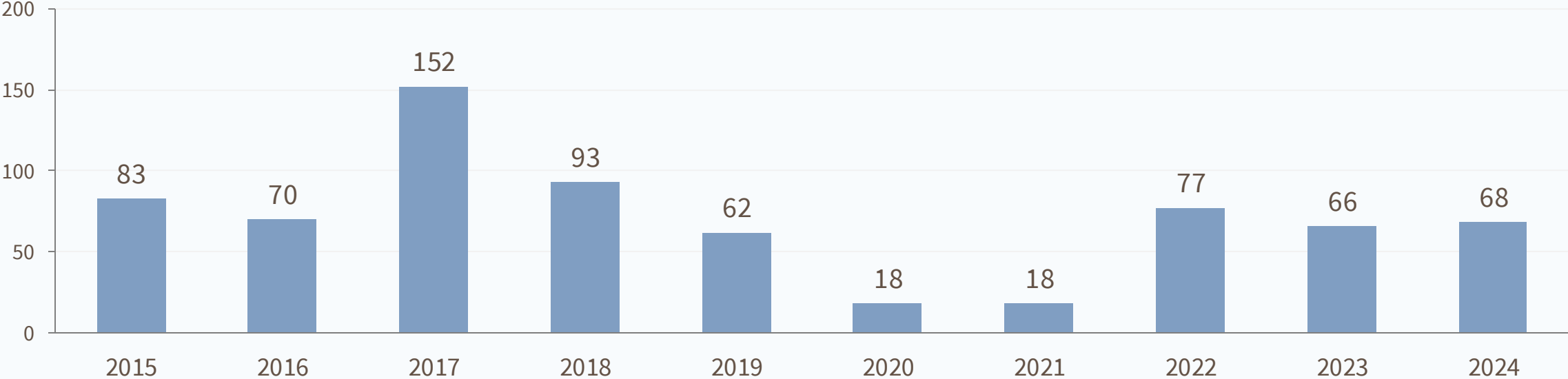


LANGUAGE-WISE PERFORMANCE BENGALI FILMS



Bengali: Domestic Box Office

Gross Box Office (` Cr)

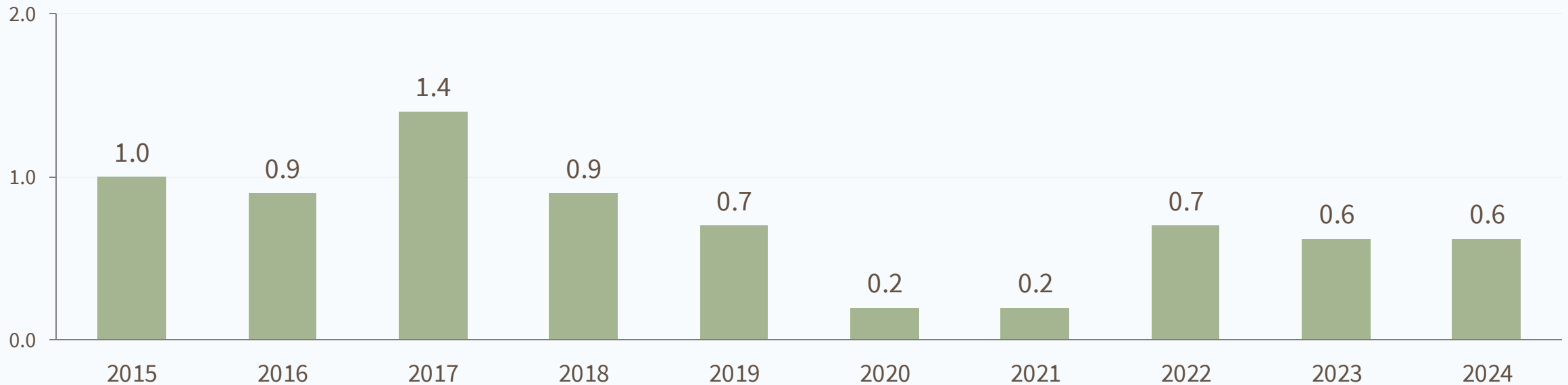


Bengali box office saw minimal growth in 2024, with collections remaining flat compared to 2023.



Bengali: Domestic Footfalls

in Crore



Despite Bengali cinema witnessing two big blockbusters in 2024 (Khadaan and Bohurupi, both surpassing the ₹15 crore mark), the total annual footfalls remained steady at just 6 Mn.



Methodology

All box office data in this report has been compiled and analysed using information collected from various credible industry sources, such as producers, distributors, exhibitors and trade analysts. All figures in this report should be considered as estimates, which may vary vis-a-vis actuals by upto 5% for the Hindi, Hollywood, Telugu & Tamil, and by upto 10% for other languages.





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