



## **Will Bharat and Kabir Singh triumph the box office and win over ICC World Cup? Here's what the expert has to say**

*To understand the complete scenario around Bharat, Kabir Singh and ICC Cricket World Cup buzz, we had a conversation with an expert*



The month of April owned the audience and emerged as a massive highlight of 2019 as Avengers: Endgame and Game of Thrones made a grand entry and set milestones with viewership and box office records. Now, we are expecting a similar kind of result in June, at least in the Indian market as two Bollywood biggies, Salman Khan's Bharat and Shahid Kapoor's Kabir Singh will hit the screens and of course, we have ICC Cricket World Cup, which will definitely glue everyone to their televisions and mobile screens.

As an audience, we are super happy to look forward to so many good things and get entertained. But it will quite be a dicey situation for filmmakers as the cricket matches, especially of the Indian team might affect the box office business of the above two big releases. While Bharat is releasing when India plays its first World Cup match, which is with South Africa, Kabir Singh is clashing with India's match with Afghanistan. Needless to say, the audience will get divided between these two different kinds of entertainment, but we can't deny the fact that the stars of these two films, specifically Salman Khan enjoys a huge fan base across the globe and he has the potential to boost the business of the film, just by his super stardom.

To understand the complete scenario around these releases and ICC Cricket World Cup buzz, we had a conversation with Mr Siddharth Bhardwaj, Chief Marketing Officer - Head of Enterprise Sales, UFO Moviez. Read on to know what he has to say:

### **Do you think India vs South Africa World Cup match will affect the opening day of Bharat at the box office?**

Bharat is one of the most awaited films this year. Salman enjoys massive popularity and Bharat being a mass movie, has appeal across all age groups. Hence, the movie is expected to do well in single screens and multiplexes across all segments. Besides, ICC World Cup is following a different format this year around, which will give the audiences a lot more matches of the Indian cricket team to enjoy.

### **Is Bollywood ready to take on cricket with films like Bharat and Kabir Singh?**

I feel both cricket and movies can co-exist and we witnessed that during the IPL season. Most Bollywood, regional as well as Hollywood films did well and clocked huge box office collections. A movie will perform if the content is good, irrespective of the time it is released. What the audience is looking for is good content and an entertaining film.

### **Cricket or films: What is preferred by the audience?**

In a country where movies and cricket enjoy a religion-like status, choosing between the two can be difficult. We at UFO Moviez believe both cricket and movies have and will continue to co-exist.