“Understanding and evaluating the factors influencing the theatrical revenue collection: An empirical study of Hindi commercial feature films”

By Chetna Monga

Abstract: Films have long been an enchanting source of entertainment and leisure in India. Emerging out of Indian mythology, Indian cinema has undergone many changes since its inception, not only in its production but also in its promotion and distribution patterns. The industry is more than a hundred years old in India and neglect in maintaining empirical records and lack of authentic trade information has been an inherent part of its development. However, in 1999, as an initiative to organize and systematize it, the government of India granted an “industry” status to the film fraternity, which not only attracted legitimate investments from financial institutions and investment markets but also made the corporate producers liable to report details of project investments and revenue earned. As a result, we now have reliable information for understanding the trade aspects of this high capital intensive and uncertain industry. This study aims at empirically understanding and evaluating the factors influencing theatrical revenue collection of commercially released “Bollywood” movies. The analysis shall be based on the data of over 800 Hindi movies released in last seven years (2008-2014).

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