

MY NAME IS KHAN SMASHES RECORDS WORLDWIDE

Shah Rukh, Karan Johar & Fox come together to rewrite Box Office history as MNIK smashes all previous international box office records to record the highest-ever single day collections for a Hindi film worldwide.

Just when the industry believed that 3 Idiots had set records which would be stay for a long time, box office Badshah Shah Rukh Khan's MNIK looks set to break it just six weeks later!

Despite having a limited release in Maharashtra, Gujarat and parts of Madhya Pradesh on Friday, MNIK's worldwide box office collections are estimated at Rs. 25 crores for Friday! This is the highest ever collections for a non-holiday Friday in Bollywood history. Trade analysts estimate that it could have easily earned an additional 5-6 crores if it had been released normally across India. With the film playing everywhere across the country from Saturday onwards and given the strong buzz, this number is only expected to grow.

WORLDWIDE RECORDS

On the first day outside India, almost every record for Bollywood films was broken globally. Internationally, it is the biggest International opening day by almost 30% of its closest competitor, 3 Idiots.

UK BOX OFFICE RECORDS

- In the UK, MNIK previewed on Thursday with an incredible £123k from 89 sites, 4th in the market place behind Avatar, The Wolfman Previews and Invictus.
- In this market, MNIK has broken the record for the biggest GBO preview figure for any Bollywood release. The biggest single day preview figure in the UK was previously KANK with £98k.
- The biggest total previews figure was 3 IDIOTS which had 2 days of previews (Wed/Thu) during the Xmas holiday period with £121k. MNIK single day previews are bigger than both days of 3 Idiots put together!
- It is expected to be the biggest opening Bollywood film ever in this market by the weekend.

ANZ RECORDS

- In Australia, Thursday previews of "MNIK" grossed a very good A\$39K (US\$34K). The movie is ranked #11 in the market. This is 107% of 3 Idiots Thursday BO.

- In New Zealand, opening day took LC\$ 13,627 (US\$ 9,727). Bollywood films traditionally open on a Friday. The exception is 3 Idiots, against which MNIK has over-performed by 204%.

MIDDLE EAST RECORDS

- The film is already 50% higher than any other previous film in Bollywood history with an opening day estimated at USD 300k.
- There's a huge demand for additional prints in the existing chains across the Middle East and the print count is expected to increase to around 60 by next week.
- Given the strong buzz, the film also will be released in Egypt, Jordan, Syria, Oman and Lebanon in the coming week.

“We are delighted with the performance and audience reactions across demographics,” says Vijay Singh, “More so, because this is only phase one of the film release. In addition to the release across 45 countries, MNIK will be rolled out in a phased manner across 25 non-traditional markets from April onwards.”