

Can Shahrukh Khan Happy New Year Do A Business Of 300 Crore

•Written by amit bachchan•

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Want to know about the films being done by your favourite star? The biggest hit of the season?

The release plans for your much awaited film? The box office standing of your favourite heroine? If so, you are at the right place.

Question of the day

Can Shahrukh Khan's 'Happy New Year' do a business of 300 crore? [Namita - Guwahati]

Blockbuster success of Dhoom 3 has shown that there is enough capacity for a film to do huge business at the box office, provided the entertainment quotient is there, the entire packaging perfect and release timing appropriate with a large number of holidays/good festive season. In fact Dhoom 3 is on its way to do a business of 280-290 crore already in India, and hence it can be said beyond doubt that for a Bollywood film, 300 crore is well within reach.

However it must also be added that after 3 Idiots, it took years before another film (Chennai Express) could enter the 200 crore club. Hence, eventually it all boils down to content.

Coming to Shahrukh Khan's Happy New Year. Its packaging is perfect, release timing is appropriate too due to Diwali and Shahrukh too would be arriving on the big screen more than a year after Chennai Express. Hence, if Farah Khan has the right execution in place and she brings in excellent entertainment quotient, 300 crore is well within the reach. One can never say, some newer benchmarks may also be created, considering Shahrukh's undisputed status, especially in the overseas market.

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