

Bhushan Kumars Hate Story 2 receives bumper opening

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T-Series' latest release Hate Story 2 opened in theatres today. As per market reports, the film has received a bumper opening across all markets.

Hate Story 2 starring newcomers Surveen Chawla and Jay Bhanushali along with Sushant Singh is directed by Vishal Pandya. This revenge thriller had already created the right buzz amongst its target audience through its bold promos and songs that are trending across platforms. The songs like Aaj Phir Tum Pe and Sunny Leone's club song Pink Lips spiced up the buzz for the film. The first song released was the recreation of the old sensuous number 'Aaj Phir Tum Pe' that garnered unheard more than 6 million views on YouTube. The other songs Kabhi Aayine Pe and Hai Dil Ye Mera along with the recently released Sunny Leone's oomph club number 'Pink Lips' that crossed one million views in 3 days. The marketing activities and promos brought forward the message of vengeance and boldness.

The response received from the audience has made the producers and distributors increase the shows and screens as earlier planned. Hate story 2 instead of 500 – 600 screens is now released in 1200 screens across India.