

INKAAR And "Mumbai Mirror" Box Office Report

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"Inkaar" was the most promising new release out of the lot for few out there who were busy promoting this hopeless dismal venture over social networks. But audience can make mockery of all "fake buzz" as they can see through a flop film, at least that is what collections suggest.

After all the banners across the towns and high decibel marketing gimmick, film opened to shameful figure of 15% which improved to 25% by the end of the day. Film got extremely mixed reviews and there are slim chances to improve over the weekend. Film is washout in smaller towns and single screens as expected but unexpectedly film is struggling in bigger centers too.

"Mumbai Mirror" was expected to register with single screen audience but expect Mumbai and few centers in north it remained below 12% across the country. Other release "Bandook" even fail to register which means collection below 15 lakhs.

As per early estimates, "Inkaar" should collect 1.80 cr nett today though good surge in late shows can take film to 2-2.20 cr nett. "Mumbai Mirror" will find it difficult to cross 1 cr nett. Bloodbath at box office continues in month of January on expected lines.