

Dedh Ishqiya Box Office Report 12cr

•Written by amit bachchan•

••Monday•, 13 •January•, 2014 00:16• -



"Dedh Ishqiya" was sequel of successful film and that too with good star cast. But film's skewed content cost it dearly and after not so great start on Friday, film failed to grow big which was needed on Saturday though film jumped big on Sunday.

Film was poor in central India and west but even north where film is based, was not very good. Film isnot going anywhere it seems at the moment and film failed to reach even 15 cr nett weekend which was probable easily for such a release.

Film has collected 3.20 cr nett on day one and 3.75 cr nett on Saturday and big 5.25 cr nett on Sunday which was a jump of 33%. Film has collected 12 cr nett plus in 3 days and now good weekday numbers can take this film to safe zone. Anything less than 23 cr nett will be disappointment.

Domestic Collection

1st Week

Friday.....03.20 cr

Saturday.....03.75 cr

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Sunday.....05.25 cr

Total Domestic Collections.....12.20 cr