

KICK Scores Mindblowing on Day One

•Written by amit bachchan•

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"Kick" had already taken box office by storm". And that is what happened on day one. "Kick" has taken simply mind blowing start all around.

Film released in 4100 screens in India and 700 plus screens overseas. Film has been sold for highest ever prices in domestic market and it has also received highest number of minimum guarantee (MG) from cinemas.

As expected, Salman Khan's Kick has opened with a bumper Opening.

Film has opened to house full boards all over India. Gujarat is close to 99% and Rajasthan is 99%. Except places in UP and East India, film is almost 80-90% across the board. At the moment, pre- Eid effect is not visible and film collected 33.5 cr nett day one total.

Film collected 2.2 cr nett in Rajasthan and almost similar numbers in CP.

East Punjab and Noida circuit which did not had any Ramadan affect and put up an all time record opening day collection.

In Mumbai, all shows were almost housefull. The Suburbs and South Bombay both experienced a 95-100% occupancy. This was expected since the advance bookings for the morning and night slots were sold out.

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In Delhi-NCR, the morning, evening and night shows opened good with 95% occupancy. In cities like Gurgaon, the occupancy on an average was 85-90%, Noida saw 95-99% excellent occupancy, Ghaziabad with 95% occupancy, while Faridabad was packed housefull for morning and evening shows with 100% occupancy.

Metros like, Pune too opened with full swing for as all shows went housefull. Bangalore too had a 85-90% occupancy. In the South, Chennai was low among others. Hyderabad on the other hand was again good with 85-90% occupancny in the morning and evenings. In the East zone, Kolkata with 90-95% occupancy opened great too

As per estimates, the film collected close to 34 cr nett on day one as the evening and late night shows come out excellent all over, which is amazing and now film is on course for 100 cr nett.