Thank you for the recognition chair

In the last 2-3 years, south India has dominated over the cinema industry and we have witnessed a large downfall of Bollywood. Even in 2022, only 5 Bollywood movies were able to reach the 100 cr+ mark, while a total of 9 South Indian movies reached the 100 cr+ mark. The craze has been crazy for South Indian movies for some years.

Before, in Bollywood, what mattered mainly were the stars and the big names in the movies, like Salman Khan and Amitabh Bachchan. But now after the covid era, the ‘idea’ has become the new star. People have started watching movies based on the plot and the overall quality of the movie, not the actors or stars in it. You can no longer show somebody’s face in a movie and expect that movie to be a hit.

But in the south, it’s the opposite, if you see Rajnikanth, then even his worst movie will get hit. It is because people in south literally worship the actors. Bollywood actors are worshipped too, but not as much as south actors. With the overall quality of southern movies and the insane fanbase, and world-wide-reach without any language barrier because of dubbing, south movies have been insanely successful.

A very surprising thing happened 4 days ago, Amir Khan requested people to watch his new movie, Laal Singh Chaddha. "Don't boycott my films, please watch my films," were the exact words he said in response to calls to boycott this movie. There was that time in Bollywood when the audience was just fed up with anything and everything, but now it’s the opposite. Even the actors have started to bow down to the audience, and the audience's opinion has really started to matter a lot more and has become the most important point which ultimately may decide a movie will be a failure or a hit.

Thank you