

Studio 18's Little Zizou grosses Rs 50 lakh on 29 prints

By Rohini Bhandari | *Business of Cinema* | March 16, 2009

MUMBAI: Studio 18's latest film release Little Zizou by director Sooni Taraporewala which was out in the theatres on 13 March has grossed Rs 50 lakh over the weekend.

The film had a very limited release with 29 prints in 38 screens all across the country, which includes 15 digital screens as well. In Mumbai alone the film was released in 17 screens. Some of the other cities where Little Zizou was released include Delhi, Bangalore, Kolkata, Pune and Ahmedabad.

"With our innovative marketing strategy we sought to release the film in a limited manner to cater to cinema loving audience in metro cities only. We are pleased with the movie's weekend collections." says Studio 18 director Domestic Theatrical Distribution Aman Gill.

Since the movie is based on the Parsi community, the movie fared very well in cinemas near Parsi community residential complexes. For instance, at Inox Nariman Point multiplex that is situated near Khusru Bhag, Colaba, the movie fared well from Friday itself with houseful shows on Friday night. The weekend advance booking too was high for the movie.

In PVR's Juhu multiplex, Little Zizou recorded higher collections than Gulaal in the weekend despite lesser shows.