

'Lipstick Under My Burkha' Opens 17th New York Indian Film Festival

Indra Nooyi (sixth from left in middle row) in the audience.



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ing his short film "Aarsa" later in the Festival, thought that while "Lipstick" raised important issues, it had "missed its mark technically".

Village East Cinema was an ideal venue for "Lipstick Under My Burkha's" New York debut and will host the NYIFF features. Of vintage Moorish design, with an analog marquee and staggered balcony seating, the theater gives the effect of being in an old-style movie palace.

Among the 250 audience members sharing the experience were such glittering luminaries as writer Salman Rushdie, PepsiCo CEO Indra Nooyi and actor Rahul Bose.

The red carpet was literally rolled out at the theater for the dignitaries, as well as the

film people who were presenting the results of their efforts later in the Festival.

"It's a lovely festival, we love the people in the Festival, they always have a wonderful program!" commented Meenu Gaur, director of "Jeewan Haathi" ("Elephant in the Room")

Indo-American Arts Council President & Executive Director Aroon Shivdasani welcomed guests to the opening night screening to what has been described as "the Sundance of Indian film festivals".

Organized by the IAAC, the NYIFF is considered the oldest, most prestigious film festival of its kind in the United States, screening premieres of films made from, of, and about the countries in the Indian sub-continent in all different genres.

'Baahubali 2' Collects Over Rs 400 Crore In Opening Weekend



question 'Why did Kattappa kill Baahubali?', has kept the audience coming in to find out the answer.

The film, featuring Prabhas, Anushka Shetty, Rana Daggubati and Tamannaah in the lead, released in Hindi, Tamil, Telugu and Malayalam in over 6500 screens across India, and in 9000 plus screens world-

tweeted: "The wave is unstoppable. 'Baahubali 2' creates new record."

Adarsh pointed out how the opening weekend figures of the Hindi version of "Baahubali 2: The Conclusion" had surpassed Bollywood biggies such as Salman Khan's "Sultan" and Aamir Khan's "Dangal".

"Sultan" had minted Rs 105.53 crore upon a Wednesday release, and "Dangal" amassed Rs 107.01 crore, he said.

Down south, the response has been tremendous.

In Telugu states, Telangana and Andhra Pradesh, the earnings are estimated to be beyond Rs 100 crore.

"Going by estimates, the film

could have easily grossed over Rs 100 crore from Telangana and Andhra. It has already broken every record of all other big Telugu films," trade analyst Anand Vanga told IANS.

Trinath, another trade analyst, said there's no stopping the film at the box office.

"With no competition, the film is making a killing at the ticket window. It could be the first Telugu film to even gross over Rs 200 crore only from Telangana and Andhra. For the next two weeks, the film will have an uninterrupted run at the cinemas," he said.

In Tamil Nadu, where the film released in nearly 650 screens, it is estimated that the film might

have grossed over Rs 30 crore in its opening weekend.

"Sources from within the industry say that the film could have raked in over Rs 30 crore in the state.

"If the early morning shows on April 28 were not cancelled, it could have easily minted another Rs 5 crore," Trinath said, citing a financial dispute between the producers of the film and its Tamil Nadu distributor.

In Kerala, according to the film's distributor Global United Media, the film has reportedly grossed over Rs 20 crore in the first three days.

In the US, the film was released via Great India Films.

-IANS

-CHENNAI

Filmmaker S.S. Rajamouli's magnum opus "Baahubali 2: The Conclusion" has upped the bar for box office earnings for Indian films by amassing Rs 400 crore plus worldwide in its opening weekend since its release on April 28, according to trade experts.

The second part in the "Baahubali" franchise -- a fantasy drama about a fictional kingdom -- has rewritten box office records, and how.

After zooming past the Rs 100 crore mark on its first day of hitting screens in India, the much-awaited movie which piqued the interest of viewers with the

wide.

Filmmaker Karan Johar, who has presented the Hindi dubbed version of the film, tweeted: "Historic Weekend! Here is the Hindi language all-India Friday (Rs 41 crore), Saturday (Rs 40.5 crore), Sunday (Rs 46.5 crore). Grand total Rs 128 crore."

Trade analyst Taran Adarsh

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