

# AI-STRUCTURED BOX OFFICE FORECAST REPORT

v4.0 | INTERNATIONAL EDITION | NORTH AMERICA FOCUS

## APRIL 2026 - SOUTH ASIAN, SOUTH-EAST ASIAN & DIASPORA SLATE

*Diaspora Market Analysis | Social Intelligence | US/Canada Screen Strategy | City-Level Guidance*

Report Date: March 31, 2026 | TheAIBoxOffices.com

### NORTH AMERICAN INTERNATIONAL CINEMA - APRIL 2026 OVERVIEW

April 2026 brings one of the strongest international release clusters of the year for North American diaspora markets. Seven confirmed titles open across Punjabi, Bengali (Bangladesh), Telugu/Hindi, and Filipino audiences, spanning genres from horror-comedy blockbusters to music documentaries to romantic dramas. One additional Hindi rom-com (Ginny Wedss Sunny 2) has been identified as a likely diaspora-market play on April 24.

**BHOOTH BANGLA DATE WARNING - AS OF MARCH 31, 2026: BookMyShow shows April 17. The producers' own social posts still say April 10. Official studio confirmation has NOT been made as of filing this report. This report treats April 17 as the working assumption based on trade reporting, but exhibitors should monitor for official confirmation before finalising booking.**

The exhibition context: Super Mario Galaxy Movie dominates screens from April 1. The Drama and Bhooth Bangla own the first and third weekends of April. Michael (Lionsgate) arrives April 24 on IMAX. International films play in designated screens at South Asian-programmed multiplexes - AMC, Cineplex, Regal - rarely competing directly with mainstream auditoriums. These audiences are additive, not competitive, with your mainstream ticket buyers.

### APRIL 2026 INTERNATIONAL SLATE - NORTH AMERICA OVERVIEW

Date	Film	Language	Distributor	Type	US/CA Split
Apr 3	Rabb Da Radio 3	Punjabi	White Hill / Cineplex	Family Drama	45% US / 55% CA
Apr 3	Bonolota Express	Bengali w/EST	AMC + Cineplex confirmed	Ensemble Drama	55% US / 45% CA
Apr 10	Dacoit: A Love Story	Telugu/Hindi	Moksha Movies	Action Romance	65% US / 35% CA
Apr 10 or 17	Bhooth Bangla	Hindi	TBC - see warning	Horror Comedy	60% US / 40% CA
Apr 24 (Adv Apr 8-19)	Eraserheads: Combo on the Run	Filipino	Abramorama	Music Documentary	65% US / 35% CA
Apr 24	Singh vs Kaur 2	Punjabi	Omjee's Cine World	Romantic Comedy	45% US / 55% CA
Apr 24	Ginny Wedss Sunny 2	Hindi	Zee Studios	Romantic Comedy	60% US / 40% CA

**APR 3 | FILM 1 RABB DA RADIO 3**

Punjabi Family Drama | White Hill Music | Select / Cineplex | NR

**Director:** Harry Bhatti (Rabb Da Radio 1 & 2)

**Cast:** Tarsem Jassar, Nimrat Khaira, Navdeep Kaler, Ronak Joshi, Shavinder Mahal, Nirmal Rishi, Sardar Sohi

**Distributor:** Vehli Janta Films / White Hill Music & Productions

**Franchise:** Part 3 of beloved Punjabi franchise - originals in 2017 & 2019 both commercially successful

**Genre:** Punjabi family drama / romance - nostalgic 80s/90s Punjab setting

**Budget:** Estimated Rs. 8-10 crore (modest mid-budget)

**Release Window:** Easter weekend April 3 - major family attendance opportunity

**What It Is**

The third chapter of the Rabb Da Radio franchise - one of the most warmly received Punjabi family drama series in recent years. Tarsem Jassar and Nimrat Khaira lead another emotionally rich saga rooted in family bonds, the radio as a symbol of love, and Punjabi cultural values. Director Harry Bhatti delivers in exactly the tone that made the first two films successful - accessible, heartfelt, and community-oriented. It opens Easter weekend, same date as The Drama (A24) but targeting a completely separate audience. The overlap does not exist.

**Social Media Intelligence**

Platform	Volume	Sentiment	Key Signal
YouTube	High - Punjabi music community	Very Positive	Trailer launch event in Chandigarh went viral. Tarsem Jassar and Nimrat Khaira chemistry praised. Title song generating strong streams from diaspora
Facebook	Very High - South Asian 35-55	Very Positive	Franchise loyalty group activity high. 'Taking the family' sentiment dominant. Diaspora sharing across Canada and UK
Instagram	Moderate - younger Punjabi audience	Positive	Nimrat Khaira fanbase active. Advance screening posts circulating from community previews
X / Twitter	Low general, niche Punjabi	Positive	Punjabi film community engaged. Trade buzz positive but confined to community audience as expected

**VIABILITY SIGNALS**

- Franchise loyalty - fans of parts 1 and 2 are a documented return audience
- Tarsem Jassar is one of Punjabi cinema's most bankable stars in North America
- Family genre drives group bookings - the 4-6 ticket purchase pattern vs. individual
- Easter long weekend is one of the strongest family attendance windows of Q1/Q2
- White Hill has an established North American distribution track record for Punjabi film

**RISKS & LIMITS**

- No mainstream crossover - the audience ceiling is the Punjabi diaspora
- Modest budget means limited marketing outside community channels
- Competing on April 3 with The Drama, A Great Awakening, and Bonolota Express for community screen time

## North American City-Level Market Guide

City / Region	Country	Community	Priority
Brampton / Mississauga / Peel Region	CA	Largest Punjabi diaspora in North America	PRIORITY #1
Surrey / Abbotsford, BC	CA	Major Punjabi Sikh community - strong Punjabi film exhibition history	PRIORITY #1
Edmonton, AB	CA	Significant Punjabi population - proven Punjabi film market	PRIORITY #2
Fresno, CA	US	Major Central Valley Punjabi-American community	PRIORITY #2
Edison / New Jersey	US	East Coast Punjabi diaspora hub	PRIORITY #2
Toronto (Scarborough / Etobicoke)	CA	Broader South Asian market - strong secondary play	PRIORITY #3
Calgary / Winnipeg	CA	Smaller Punjabi community but franchise-loyal audience	PRIORITY #3

### Box Office Projection

**OW Low: \$350K | OW Mid: \$900K | OW High: \$1.8M (North America combined)**

Canada Share: ~55% | US Share: ~45% | Total Run: \$2M - \$5M

*Exhibition verdict: Essential booking for any exhibitor with a significant Punjabi catchment. Easter weekend family viewing makes this a group event. A must-book in Brampton, Surrey, Edmonton, and Fresno.*

## APR 3 | FILM 2 BONOLOTA EXPRESS

Bangladeshi Bengali w/EST | AMC + Cineplex Confirmed | NR

**Director:** Tanim Noor

**Cast:** Mosharraf Karim, Chanchal Chowdhury, Sabila Nur, Sariful Razz, Zakia Bari Mamo, Shamol Mawla, Azmeri Haque Badhon

**Origin:** Bangladesh - released Eid-ul-Fitr 2026 (March 21) to massive community response

**Source Material:** Based on 'Kichukkhon' by Humayun Ahmed - Bangladesh's most beloved literary figure

**Genre:** Ensemble drama / comedy - strangers on a train, single foggy winter night

**Runtime:** 2h 33m

**Audience Rating:** 9.2/10 on Plex - Letterboxd reviews intensely emotional from diaspora viewers

**Confirmed:** Cineplex.com listing active with English subtitles

### What It Is

An ensemble drama set entirely aboard the Bonolota Express on a single foggy winter night. Strangers with secrets collide; personal and political crises erupt; by dawn, lives are irrevocably changed. Based on a Humayun Ahmed novel - the most revered name in Bangladeshi literature. Mosharraf Karim and Chanchal Chowdhury are Bangladesh's equivalent of star-system guarantors. This is the type of film that becomes a cultural obligation, not just a movie event. Letterboxd reviews are describing watching it as a family ritual ('with Ma, first show') - the word of mouth is genuine and deeply personal.

**CULTURAL NOTE: Humayun Ahmed is to Bangladesh what Alice Munro is to Canada - a beloved national literary figure whose adaptations carry automatic cultural weight. This is not just a film opening. It is a diaspora cultural event. Bangladeshi community groups in every major North American city are coordinating group bookings.**

## Social Media Intelligence

Platform	Volume	Sentiment	Key Signal
Letterboxd	Active - diaspora film community	Very Positive (emotional)	Reviews describing cinema as family ritual. 'Watched with Ma, first show' posts. Overwhelming emotional word of mouth from Eid viewers in Bangladesh
YouTube	Very High - BD community	Very Positive	Songs 'Chaitei Paro' (Aurthohin) and 'Ural Debo Akashe' (Ayub Bachchu re-recording) generating massive streams among Bangladeshi music fans globally
Facebook	Very High - BD diaspora 30-55	Very Positive	Eid viewing posts flooding community groups. Mosharraf Karim and Chanchal Chowdhury are beloved household names for all Bangladeshi diaspora
Instagram	Moderate - younger BD community	Positive	Trailer hit top 10 trending in Bangladesh within hours. Diaspora discovery following the Bangladesh release surge

### VIABILITY SIGNALS

- Humayun Ahmed adaptation = cultural attendance obligation for Bangladeshi diaspora - not optional viewing
- Mosharraf Karim and Chanchal Chowdhury are BD cinema's most bankable name pairing
- Strong Eid box office in Bangladesh creates diaspora FOMO effect - 'must see before spoilers'
- Cineplex AND AMC confirmed - institutional reach beyond community-specific venues
- 9.2 audience rating indicates genuine quality resonance beyond community loyalty alone

### RISKS & LIMITS

- Very niche audience ceiling - limited to Bangladeshi and broader Bengali-speaking diaspora
- Long runtime (2h 33m) constrains daily show scheduling
- North American release April 3 is nearly 2 weeks post-Bangladesh - piracy risk is real and documented

## North American City-Level Market Guide

City / Region	Country	Community	Priority
Queens / Jackson Heights, NYC	US	Largest Bangladeshi-American community in the US	PRIORITY #1
Toronto - Scarborough / North York	CA	Largest Bangladeshi-Canadian community	PRIORITY #1
Detroit / Hamtramck, MI	US	Significant BD diaspora concentration - proven BD community market	PRIORITY #2
Washington DC Metro Area	US	Bangladeshi government worker and student community	PRIORITY #2
Montreal	CA	French-Canadian Bangladeshi community + Bengali speakers	PRIORITY #2
Los Angeles	US	Smaller but active BD cultural community	PRIORITY #3

## Box Office Projection

**OW Low: \$200K | OW Mid: \$500K | OW High: \$1.2M (North America combined)**

Canada Share: ~45% | US Share: ~55% | Total Run: \$800K - \$3M

*Exhibition verdict: Essential for any exhibitor serving a Bangladeshi community. Programme alongside Rabb Da Radio 3 as a complementary South Asian double-play on April 3. These audiences are not the same people - they coexist on your schedule.*

## APR 10 | FILM 3 DACOIT: A LOVE STORY

Telugu/Hindi Action Romance | Moksha Movies | AMC Confirmed | NR

**Director:** Shaneil Deo (directorial debut) - Adivi Sesh co-wrote screenplay

**Cast:** Adivi Sesh, Mrunal Thakur, Anurag Kashyap (as actor), Prakash Raj, Sunil, Atul Kulkarni

**Distributor:** Moksha Movies (North America) | Annapurna Studios | Amazon Prime Video (OTT)

**Language:** Telugu and Hindi - simultaneous bilingual production

**Release History:** Originally Dec 25, 2025 - pushed to March 19 - then to April 10 (avoided Dhurandhar clash)

**Premise:** Wrongly convicted man escapes prison, seeks revenge on ex-girlfriend who betrayed him

**AMC:** Confirmed on AMC platform for April 10 - 2h 35m runtime

### What It Is

A high-stakes Telugu/Hindi bilingual action romance. Adivi Sesh (Major, HIT: The Second Case) plays a wrongly convicted man seeking revenge on the woman who betrayed him, played by Mrunal Thakur. Anurag Kashyap appearing as an actor - a notable departure for the acclaimed director - adds conversation value. Adivi Sesh co-wrote the script himself, which elevates credibility. The film was repeatedly postponed to avoid clashing with Dhurandhar: The Revenge, underlining just how much Dhurandhar dominated the Indian theatrical landscape in Q1 2026. Now opening April 10 alongside Exit 8 and Faces of Death but targeting a completely different audience.

**CONFIRMED: Adivi Sesh posted 'Goldfish on April 10. In Theaters Worldwide' on his official social media. AMC showtimes active. Amazon Prime Video OTT rights confirmed.**

### Social Media Intelligence

Platform	Volume	Sentiment	Key Signal
X / Twitter (Telugu community)	Very High	Very Positive	'Goldfish on April 10' announcement went viral. Fans deeply invested after multiple postponements. Smart date-shift away from Dhurandhar praised by trade
YouTube	High - Telugu film audience	Positive	Teaser praised for intensity. Mrunal Thakur and Adivi Sesh first-ever pairing generating genuine curiosity
Reddit	Moderate - r/tollywood	Positive	Sesh's track record (Major, HIT 2) building confidence. Anurag Kashyap acting in Telugu film creating Hindi-film crossover conversation
Instagram	Moderate - star following	Positive	Mrunal Thakur's large following driving pan-India visibility well beyond Telugu core

### VIABILITY SIGNALS

- Adivi Sesh's Major built massive goodwill - fans have genuine loyalty and pre-purchase intent
- Bilingual Telugu/Hindi release broadens North American reach beyond Telugu diaspora alone
- Anurag Kashyap as actor creates Hindi film community crossover awareness
- AMC confirmation means institutional reach across multiple markets
- Amazon Prime Video partnership signals distributor confidence and strong post-theatrical pipeline

### RISKS & LIMITS

- Multiple postponements have created some audience fatigue and scheduling confusion
- 2h 35m runtime is long for an action romance - scheduling implications for show count
- No critical reviews available at report date - quality unconfirmed
- April 10 is crowded - Mario Week 2, Exit 8, Faces of Death all in the same frame

### North American City-Level Market Guide

City / Region	Country	Community	Priority
Dallas / Fort Worth, TX	US	Largest Telugu diaspora in the US - consistently drives Telugu theatrical BO	PRIORITY #1
Houston, TX	US	Major Telugu-American concentration - AMC circuit strong	PRIORITY #1
San Jose / Bay Area, CA	US	Large Telugu tech professional community	PRIORITY #1
GTA - Mississauga / Markham	CA	Telugu-Canadian professionals and families	PRIORITY #2
New Jersey / Edison	US	East Coast Telugu community with strong crossover	PRIORITY #2
Seattle, WA	US	Telugu tech community - Microsoft / Amazon worker concentration	PRIORITY #2
Chicago, IL	US	South Asian professional community - secondary play	PRIORITY #3

### Box Office Projection

**OW Low: \$400K | OW Mid: \$1.2M | OW High: \$2.5M (North America combined)**

Canada Share: ~35% | US Share: ~65% | Total Run: \$2M - \$6M

*Exhibition verdict: Strong booking for any AMC or Cineplex with significant Telugu or South Indian catchment. Dallas, Houston, Bay Area, and GTA are your priority plays. This is Adivi Sesh's comeback lead after years away - his fanbase is mobilised.*

### APR 10 OR APR 17 | FILM 4 BHOOOTH BANGLA

Hindi Horror Comedy | Balaji Motion Pictures | Akshay Kumar | NR

**Director:** Priyadarshan - director of Bhool Bhulaiyaa (2007), Hera Pheri, Hungama, Hulchul

**Cast:** Akshay Kumar, Tabu, Paresh Rawal, Rajpal Yadav, Wamiqa Gabbi, Jisshu Sengupta, Mithila Palkar

**Producer:** Balaji Motion Pictures (Ekta Kapoor / Shobha Kapoor) + Cape of Good Films (Akshay Kumar)

**Soundtrack:** Pritam - 'Ram Ji Aake Bhala Kareng' and 'Tu Hi Disda' (Arijit Singh personally requested the song)

**Runtime:** Approximately 2h 50m - Akshay's longest film since Holiday (2014)

**Historical Comp:** Bhool Bhulaiyaa (2007) - same director, same co-stars, now a horror-comedy cultural touchstone

**Significance:** Akshay Kumar + Priyadarshan reunion after 14 years - 7th collaboration

**DATE STILL UNCONFIRMED - MARCH 31, 2026: BookMyShow shows April 17. Producers' social posts say April 10. Bollywood Hungama reports Jio Studios demanded 10,000 shows for Dhurandhar 2 week 4, forcing Bhooth Bangla out. Official studio statement has NOT been released. Hold Hindi screens for either April 10 or 17. Do not commit competing titles to that slot.**

## What It Is

The most anticipated Bollywood international release of April 2026. Akshay Kumar and Priyadarshan reuniting after 14 years for a horror-comedy rooted in Indian mythology and black magic, with the Vedas and Mahabharata as source texts. The same core Bhool Bhulaiyaa ensemble - Paresh Rawal, Rajpal Yadav - returns. Arijit Singh performing a song he personally requested involvement with adds rare music credibility. Shot across London, Jaipur, Kochi, Mumbai, Chennai, and Hyderabad - a large-scale production that shows in the promotional materials. The Bhool Bhulaiyaa nostalgia for diaspora audiences who grew up with that film is a powerful, real commercial force.

## Social Media Intelligence

Platform	Volume	Sentiment	Key Signal
YouTube	Very High - Bollywood fans	Very Positive	Teaser from March 12 generated massive views. 'Ram Ji Aake Bhala Kareng' viral. Songs compared to Satyajit Ray classic by music critics - rare high-culture crossover
X / Twitter	High - Bollywood and trade	Very Positive	Release date confusion generating intense trade debate - indicating high industry awareness and audience investment
Facebook	Very High - Hindi diaspora 30-55	Very Positive	Horror comedy is the most group-watchable Bollywood genre. Community advance booking discussions active in all major diaspora markets
Instagram	High - Akshay + Wamiqa Gabbi following	Very Positive	College campus aerial entry event generated viral content. Wamiqa Gabbi bringing younger fanbase to an older-skewing franchise
TikTok	Moderate - Bollywood horror crossover	Positive	'Bhool Bhulaiyaa for a new generation' framing resonating well with younger viewers who missed the 2007 original in cinemas

### VIABILITY SIGNALS

- Akshay Kumar is the most reliable Bollywood performer for North American diaspora theatrical - proven history
- Bhool Bhulaiyaa nostalgia is a real and powerful force - same director, same co-stars, same promise
- Horror-comedy is the most group-watchable Bollywood genre - drives the 4-6 ticket group booking pattern
- Priyadarshan reunion is a genuine cultural event for fans of Hera Pheri and Bhool Bhulaiyaa era Bollywood
- Arijit Singh track + Pritam soundtrack guarantee music-driven pre-release awareness across diaspora platforms

### RISKS & LIMITS

- DATE UNCERTAINTY IS THE PRIMARY RISK - cannot confirm screen booking until official studio announcement
- 2h 50m runtime severely limits daily show count at North American multiplexes
- Dhurandhar: The Revenge still in its 4th week - screen competition for Hindi auditoriums remains significant
- Akshay Kumar's recent theatrical track record inconsistent - Sarfira, Khel Khel Mein, Sky Force all varied commercially

## North American City-Level Market Guide

City / Region	Country	Community	Priority
Greater Toronto Area (all zones)	CA	Largest Hindi-speaking diaspora in Canada - Bhool Bhulaiyaa nostalgia strongest here	PRIORITY #1

City / Region	Country	Community	Priority
Metro Vancouver / Surrey	CA	Large Hindi-Punjabi crossover community - Akshay Kumar consistent performer	PRIORITY #1
New York Metro / New Jersey	US	Large Hindi-speaking diaspora - AMC and Regal circuits strong	PRIORITY #1
Chicago, IL	US	Large South Asian professional community - Bollywood reliable	PRIORITY #2
Dallas / Houston, TX	US	Pan-Indian market - Akshay Kumar has broad South Indian crossover appeal	PRIORITY #2
Bay Area / Los Angeles	US	Indian tech community - Bollywood premium audience	PRIORITY #2
Ottawa / Calgary	CA	Secondary Hindi markets - franchise loyalty compensates for size	PRIORITY #3

### Box Office Projection

**OW Low: \$800K | OW Mid: \$3.5M | OW High: \$7M (North America combined)**

Canada Share: ~40% | US Share: ~60% | Total Run: \$5M - \$18M

*Exhibition verdict: The highest-priority Bollywood booking of April 2026 - IF the date is confirmed. Hold your Hindi-audience screens for either April 10 or 17. Watch paid preview performance on April 9 or 16 to calibrate week 2 screen count immediately.*

## APR 8-19 ADVANCE / APR 24 WIDE | FILM 5 ERASERHEADS: COMBO ON THE RUN

Filipino Music Documentary | Abramorama | US + Canada | NR

**Director / Producer:** Maria Diane Ventura (DVent Pictures)

**Featuring:** Ely Buendia, Raimund Marasigan, Buddy Zabala, Marcus Adoro

**Distributor:** Abramorama (North America) - The Beatles: Eight Days a Week (Ron Howard), The Sparks Brothers (Edgar Wright), Radiohead: Meeting People Is Easy

**Runtime:** 102 minutes

**Awards:** Best International Documentary - Ierapetra International Film Festival (Greece); Hawaii International Film Festival; Doc Berlin; Liverpool Film Festival

**Historic Firsts:** First Philippine music documentary acquired by Abramorama; first Philippine film screened at San Diego Comic-Con

**Streaming Legacy:** Over 1 billion Spotify streams; 1997 MTV Asia Viewers Choice Award - first Filipino artist to win

# The AI BOX OFFICE

### Advance Screening Tour - Film + Ely Buendia Live in Concert

Date	Venue	City	Format
April 8	TCL Chinese Theatre	Los Angeles, CA	Film + Ely Buendia Live Concert
April 10	Rio Theatre	Vancouver, BC	Film + Ely Buendia Live Concert
April 13	Hot Docs Ted Rogers Cinema	Toronto, ON	Film + Ely Buendia Live Concert
April 19	AMC Empire 25	New York, NY	Film + Ely Buendia Live Concert

### What It Is

A landmark Filipino music documentary chronicling the Eraserheads - Ely Buendia, Marcus Adoro, Buddy Zabala, and Raimund Marasigan - from their 1989 formation at UP Diliman to their 2001 dissolution and the 2022 Huling El Bimbo reunion show that drew 250,000 fans. Known as 'The Beatles of the Philippines,' their catalog exceeds one billion Spotify streams. Abramorama - the definitive prestige music documentary distributor - has made this their first-ever Philippine acquisition, placing it alongside their Beatles, Radiohead, and Sparks Brothers releases. The advance screening tour pairs the film with a live Ely Buendia concert in LA, Vancouver, Toronto, and New York - a proven event-cinema approach that builds word-of-mouth momentum before the April 24 wide release.

## Social Media Intelligence

Platform	Volume	Sentiment	Key Signal
X / Twitter	Very High - Filipino diaspora	Very Positive	Ely Buendia concert tour announcement driving massive pre-sale momentum. 'OPM history in North America' framing resonating across Filipino communities in all four advance cities
Facebook	Very High - Filipino community 30-55	Very Positive	Filipino community groups in every major North American city coordinating group bookings. Ang Huling El Bimbo 2022 reunion nostalgia directly fuelling this
YouTube	High - Filipino music community	Very Positive	Band's 1B Spotify legacy generating strong music rediscovery. Younger generation being introduced through documentary marketing
TikTok	Moderate - growing OPM community	Positive	Filipino-American Gen Z discovering the band through doc promotions. OPM TikTok community engaged and sharing
Letterboxd	Active - global Filipino film community	Very Positive	Hello Love Again success via same Abramorama / WFS partnership creating strong institutional confidence in this release strategy

### VIABILITY SIGNALS

- Abramorama is the definitive music documentary distributor - their track record is the gold standard
- Live concert advance screenings are a proven ticket-multiplier - creates urgency and pre-sale conversion
- Hello Love Again (same Abramorama/WFS team) set the record for Filipino theatricals in North America
- 1 billion Spotify streams proves cultural reach extends well beyond first-generation diaspora
- Award-winning festival pedigree adds prestige credibility beyond community audience
- The advance tour builds genuine word of mouth in 4 key cities before April 24 wide opening

### RISKS & LIMITS

- Audience ceiling is primarily Filipino diaspora - limited crossover to general music documentary audience
- Eraserheads are not widely known outside Filipino communities in North America
- April 24 competes with Michael, Mother Mary, Fuze, Singh vs Kaur 2 - crowded weekend overall

## North American City-Level Market Guide

City / Region	Country	Community	Priority
Los Angeles / Carson / Daly City, CA	US	Largest Filipino-American community in North America	PRIORITY #1 - Advance Apr 8
Metro Vancouver / Richmond, BC	CA	Largest Filipino-Canadian community - culturally tight-knit	PRIORITY #1 - Advance Apr 10
Toronto / Mississauga, ON	CA	Large Filipino-Canadian community - GTA wide reach	PRIORITY #1 - Advance Apr 13

City / Region	Country	Community	Priority
New York / New Jersey	US	East Coast Filipino-American - AMC Empire confirmed Apr 19	PRIORITY #1 - Advance Apr 19
Honolulu, HI	US	Large Filipino-American population - OPM deeply embedded culturally	PRIORITY #2
Seattle, WA	US	Growing Filipino-American community in Pacific Northwest	PRIORITY #2
San Francisco Bay Area	US	Filipino-American tech and healthcare workers	PRIORITY #2

### Box Office Projection

**Advance Tour: \$400K - \$800K combined (4 cities) | OW Wide Low: \$400K | Mid: \$900K | High: \$2M**

Canada Share: ~35% | US Share: ~65% | Total Run: \$2M - \$6M

*Exhibition verdict: The standout event of April 24 for Filipino diaspora markets. The advance concert tour has already built community energy before a single wide-release ticket is sold. Book the April 24 dates immediately. This is what Abramorama does - they make community films into theatrical events.*

## APR 24 | FILM 6 SINGH VS KAUR 2

Punjabi Romantic Comedy | Omjee's Cine World | Worldwide | NR

**Director:** Navaniat Singh - directed original Singh vs Kaur (2013)

**Cast:** Gippy Grewal, Shehnaaz Gill, Raaf Chaudhary

**Producer:** Gippy Grewal (Humble Motion Pictures) + SVF Entertainment (Kolkata)

**Distributor:** Omjee's Cine World (worldwide)

**Premise:** Romantic con comedy - spans Punjab, Kolkata, Canada, and back to Punjab

**Significance:** SVF Entertainment's entry into Punjabi cinema - Bengali industry giant recognising global Punjabi audience value

**Shehnaaz Gill Note:** 18M+ Instagram followers - Bigg Boss 13 phenomenon - one of India's most engaged fan bases

### What It Is

A romantic con comedy sequel bringing back Gippy Grewal - one of Punjabi cinema's most versatile stars - alongside Shehnaaz Gill, who became a household name through Bigg Boss 13 and has one of the largest and most devoted fan bases in the Indian entertainment industry. The story spans Punjab, Kolkata, and Canada - the Canadian segment is a direct diaspora audience appeal. SVF Entertainment's entry into Punjabi cinema is structurally significant, signalling that the Bengali entertainment giant is recognising the global commercial value of the Punjabi audience. Director Navaniat Singh described the Canadian sequence as containing 'a massive turning point in the story' - the diaspora audience is being spoken to directly.

### Social Media Intelligence

Platform	Volume	Sentiment	Key Signal
Instagram	Very High - Shehnaaz Gill's 18M+ following	Very Positive	Shehnaaz's fan army ('Shehnaazians') is one of the most active in Indian entertainment - they mobilise for her projects with genuine ticket-buying energy
X / Twitter	High - Punjabi film + Bigg Boss crossover	Very Positive	Gippy + Shehnaaz pairing generating excitement. Canada storyline specifically resonating with diaspora audience

Platform	Volume	Sentiment	Key Signal
YouTube	Moderate - Punjabi film community	Positive	Poster reveal generated strong community response. Music campaign expected to drive further awareness pre-release
Facebook	High - Punjabi diaspora 30-50	Positive	Singh vs Kaur original has strong brand value. Canada narrative resonating specifically with BC and Ontario diaspora

### VIABILITY SIGNALS

- Shehnaaz Gill's massive social following is a genuine ticket-buying engine - not just impressions, actual mobilisation
- Gippy Grewal's production involvement signals his own commercial confidence in the project
- Canada storyline is a direct diaspora hook - 'feel seen' effect for Canadian Punjabi audience
- Omjee's Cine World has established North American Punjabi distribution infrastructure
- Opens same day as Eraserheads - entirely separate audience, zero screen competition between them

### RISKS & LIMITS

- Shehnaaz Gill's theatrical box office track record is limited - Bigg Boss fame doesn't always convert cleanly
- No trailer or critical material found at report date - quality entirely unknown
- April 24 is crowded with Michael and Mother Mary - Punjabi screen access may be tighter at major chains

### North American City-Level Market Guide

City / Region	Country	Community	Priority
Brampton / Mississauga, ON	CA	Core Punjabi diaspora - Gippy + Shehnaaz combination has maximum impact	PRIORITY #1
Surrey / Abbotsford, BC	CA	BC Punjabi community - Canadian storyline resonates specifically	PRIORITY #1
Edmonton, AB	CA	Strong Punjabi market - Gippy Grewal is well-established here	PRIORITY #2
Fresno / Bakersfield, CA	US	Punjabi-American agricultural community - Gippy has proven following	PRIORITY #2
Edison / Iselin, NJ	US	East Coast Punjabi-American diaspora	PRIORITY #2
Calgary / Winnipeg	CA	Smaller Punjabi markets - Shehnaaz Gill following compensates for size	PRIORITY #3

### Box Office Projection

**OW Low: \$300K | OW Mid: \$800K | OW High: \$1.8M (North America combined)**

Canada Share: ~55% | US Share: ~45% | Total Run: \$1.5M - \$5M

*Exhibition verdict: Book it in Punjabi-core markets. Shehnaaz Gill's social army is a real mobilisation engine. By April 24 Rabb Da Radio 3 is in week 4 - there is clear screen room for a fresh Punjabi title.*

**APR 24 | FILM 7 | ADDITIONAL FIND GINNY WEDSS SUNNY 2**

Hindi Romantic Comedy | Zee Studios | NR

**Director:** Prasshant Jha

**Cast:** Avinash Tiwary, Medha Shankr - Yami Gautam and Vikrant Massey in supporting/extended roles

**Distributor:** Zee Studios | Soundrya Production | North America distribution TBC

**Franchise:** Spiritual sequel to Netflix's Ginny Weds Sunny (2020) - same title, new lead pair

**Genre:** Hindi romantic comedy - wrestler meets free-spirited girl

**Creative Legacy:** Associated with Tanu Weds Manu and Shaadi Mein Zaroor Aana team

**What It Is**

A spiritual sequel to the 2020 Netflix hit Ginny Weds Sunny, now with new leads Avinash Tiwary and Medha Shankr. Zee Studios is banking on theatrical release for a franchise that originally found its audience on streaming - a calculated risk. Medha Shankr's breakthrough performance in 12th Fail gives the project credibility with quality-focused Hindi audiences. The Tanu Weds Manu creative lineage is a genuine quality signal in the Hindi romantic comedy genre. However, Avinash Tiwary has limited standalone theatrical box office track record, and the film has generated less promotional noise than the other April 24 titles at the time of this report.

**Social Media Intelligence**

Platform	Volume	Sentiment	Key Signal
X / Twitter	Moderate	Positive	Zee Studios promotional machine active. 'Opposites attract' pitch landing with rom-com fans. Industry confidence in Medha Shankr's rising profile
Instagram	Moderate - Medha Shankr following	Positive	12th Fail connection giving film credibility. Studio poster campaign active
YouTube	Moderate	Neutral to Positive	Campaign building phase at report date - no trailer found
Facebook	Moderate - Hindi diaspora	Neutral	Ginny Weds Sunny brand recognition from Netflix provides some baseline awareness

**VIABILITY SIGNALS**

- Zee Studios theatrical distribution machine provides institutional reach
- Tanu Weds Manu creative lineage is a genuine quality signal in the genre
- Medha Shankr's 12th Fail breakthrough adds credibility with quality-focused audience
- April 24 is a lighter Bollywood weekend - Bhooth Bangla already in week 2

**RISKS & LIMITS**

- Avinash Tiwary has no proven solo theatrical track record
- Ginny Weds Sunny was a Netflix film - theatrical conversion from streaming franchise is uncertain
- No trailer found at report date - suggests modest marketing investment
- April 24 has Michael and Mother Mary taking mainstream attention

**Box Office Projection**

**OW Low: \$100K | OW Mid: \$300K | OW High: \$700K (North America combined)**

Canada Share: ~40% | US Share: ~60% | Total Run: \$400K - \$2M

*Exhibition verdict: A supporting Hindi-market booking in GTA and New Jersey. Not a priority over Singh vs Kaur 2 or Eraserheads on the same weekend. Consider if you have a spare Hindi screen in a market where Bhooth Bangla has already peaked.*

## APRIL 2026 INTERNATIONAL SLATE - FINAL BOOKING PRIORITY

Priority	Film	Date	OW Mid (NA)	Language	Top Markets
#1 MUST BOOK*	Bhooth Bangla	Apr 10/17*	\$3.5M	Hindi	GTA, NYC, Vancouver, Houston
#1 MUST BOOK	Eraserheads: Combo on the Run	Apr 24 (Adv Apr 8-19)	\$900K	Filipino	LA, Vancouver, Toronto, NYC
#2 HIGH	Rabb Da Radio 3	Apr 3	\$900K	Punjabi	Brampton, Surrey, Edmonton
#2 HIGH	Bonolota Express	Apr 3	\$500K	Bengali/EST	Queens NYC, Toronto Scarborough
#2 HIGH	Dacoit: A Love Story	Apr 10	\$1.2M	Telugu/Hindi	Dallas, Houston, Bay Area, GTA
#3 MEDIUM	Singh vs Kaur 2	Apr 24	\$800K	Punjabi	Brampton, Surrey, Fresno
#4 SELECTIVE	Ginny Wedss Sunny 2	Apr 24	\$300K	Hindi	GTA, NJ (supporting only)

**\*BHOOOTH BANGLA: Hold Hindi screens for April 10 or 17 pending official confirmation. Do not commit a competing title to that slot. This is the highest single-film OW potential of the entire international April slate.**

**KEY PRINCIPLE: Every international title on this list plays to a distinct diaspora audience. Bhooth Bangla, Dacoit, and Ginny Wedss Sunny 2 are not competing with each other. Rabb Da Radio 3 and Singh vs Kaur 2 draw from the same Punjabi pool but are 3 weeks apart. Eraserheads and Bonolota Express serve entirely different communities. Programme them alongside your mainstream titles - these audiences are additive.**

### THE AI BOX OFFICE ANALYST

Forecasts that connect box office, audience behavior, and theatre operations - for real exhibition decisions.

TheAIBoxOffices.com | Powered by Claude | March 31, 2026

# The AI BOX OFFICE