Dhruva overseas distribution rights sold for record price

Description

Posted by Larry Gleeson

By Shekhar Hooli

The overseas theatrical rights of Ram Charan and Rakul Preet Singhâ??s Dhruva have been sold for a record price. The distribution house plans to release the movie in 200 screens in the United States

verseas distribution rights. Several leading distribution houses were in the race to bag the rights, but JOLLYHITS eventually was the one to clinch the deal. JOLLYHITS has earlier distributed around 20 Kannada movies, including Rangitaranga, in the international markets. Itâ??s now entering Tollywood with Dhruva.

JOLLYHITS has reportedly shelled out Rs 6 crore on the overseas distribution rights of Dhruva. Ram Charanâ??s previous outings â?? Govindudu Andarivadele and Bruce Lee: the Fighter â?? fetched Rs 4 crore and Rs 6 crore, respectively, for the sale of their international theatrical rights. Now, Dhruva has fetched another record price for him.

The distribution house plans to release Dhruva in over 200 screens in North America. Vamsi Kaka, the publicist for the movie, tweeted: â??As of now, 195 locations are finalised for #Dhruva in the USA . This also includes 20+ IMAX Screens. #Carmike #Cinemark #Regal #AMC.â?•

Cherryâ??s Govindudu Andarivadele was released in 2014 in 150 in the US, and was the biggest release for the actor in the country. His next outing, Bruce Lee: the Fighter, shattered this record by hitting 220 screens in the country. Now, Dhruva is set to become his second biggest release in the US.

JOLLYHITS has made some grand plans for the premiere of Dhruva on November 8. They are said to have arranged 160 screens for the premiere of the movie in the country, and the number is likely to be increased to 175 as the day nears. The team of the film is set to attend the premieres in the country on the next Thursday.

Ram Charan is one of most popular young Telugu actors today. The movies of other popular stars, like Pawan Kalyan, Mahesh Babu, Junior NTR, Prabhas, Allu Arjun and Nani, have surpassed $1 million mark at the US box office. But the mega power star is yet to see his first $1 million grosser film in the country. Considering its hype and the volume of release, Dhruva is expected to surpass this mark in the country.

(Source: http://www.ibtimes.co.in)

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