Three years after India release, Kamal Haasan's Vikram releases in Japan theatres, sets box office records

Press Release



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Just a few days ahead of the release of *Thug Life*, Kamal Haasan's highly anticipated new film, the legendary actor's 2022 blockbuster *Vikram* is now creating a massive buzz in **Japan** with its theatrical debut, drawing large crowds and positive responses upon its release.

Released on **May 30th across 54 screens in Japan**, *Vikram* is setting a new record for the biggest-ever opening for a non-Japanese film in Japan, grossing over JPY 7,908,660 (approximately over **INR 50 lakh)** in just three days.

Originally released in India on June 3, 2022, the Japan release of Vikram coincides with the film's third anniversary, marking a remarkable milestone as it continues to run in theatres, now reaching new global audiences.

The film has been met with an overwhelmingly positive response from Japanese audiences, reinforcing the expanding reach and appeal of Indian cinema in global markets.

Distributed in Japan by <u>Twin Co. Ltd.</u>, a leading distributor of Indian films in Japan known for bringing major titles like *Baahubali*, *RRR*, *Devara*, and *Jawan* to Japanese screens, *Vikram* continues this tradition

of introducing Indian blockbusters to Japanese audiences. The film's international sales was syndicated by Indywood Distribution Network.

Keizo Kabata, Representative Director / President, Twin Co. Ltd., is thrilled about the overwhelming response for Vikram and the love that the film is getting in Japan. "We are receiving excellent feedback from audiences and have not seen any negative response," he shares.



Directed by Lokesh Kanagaraj, *Vikram* is a high-octane action thriller that features a powerhouse ensemble cast including Kamal Haasan, Vijay Sethupathi, Fahadh Faasil, Narain, Kalidas Jayaram, and Gayathrie. The film is produced by Raaj Kamal Films International and serves as a part of the acclaimed Lokesh Cinematic Universe (LCU).

Set against the backdrop of a covert war against a powerful drug cartel, *Vikram* follows a former black-ops commander who returns to take down a criminal empire. With its gripping narrative, stylish execution, and riveting performances, the film has resonated with both Indian and international viewers alike.

With momentum building and audience excitement growing, *Vikram* is poised for a strong box office run in Japan. As anticipation builds for Kamal Haasan's upcoming film *Thug Life*, the success of *Vikram* reaffirms the actor's enduring legacy and the rising global stature of Indian cinema.

Theatrical Buzz Grows as Fans in Japan Share Photos from Vikram Screenings















