

Fahadh faasil starrer 'malik' soars high globally

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Attracts viewers from 80% of total cities and towns that watch Prime Video in India while reaching global audiences from over 150 countries and territories.



The month leading up to Prime Day was Prime Video India's best ever in terms of viewership with the highest number of streamers enjoying the line-up on the service

INVC NEWS

New Delhi,

Fahadh Faasil starrer Malik, a part of the Prime Day line-up has become the talk of the town post its digital release on Amazon Prime Video. Malik premiered globally on Amazon Prime Video on 15th July as part of the Prime Day celebrations. The most anticipated film of the year was loved by audiences and critics alike. **Talking about the success of the film, the Director Mahesh Narayanan,** said, *"I believe there couldn't have been a better time and platform for the movie to be premiering for cinema lovers worldwide. The pacy mystery drama had all the right ingredients to capture the audience's imagination, and I am delighted to see the movie getting a thunderous response. Malik was one of the most challenging projects, and the audiences' response is a true testament to our efforts being appreciated by the fans."*

Prime Video India saw its best ever viewership in the month leading-up to Prime Day, with the highest number of streamers enjoying the content on the service. This Prime Day, Prime members were in for a mega entertainment treat: Prime Video announced the world premiere of much anticipated movies across multiple languages. The list includes titles like Toofaan (Hindi), Malik (Malayalam), Ikkat (Kannada) and SarpattaParambarai (Tamil/Telugu), amongst others.

And consumers have spoken and consumers. Viewers not just in India, but also across the globe, have streamed the Prime Day content slate:

- Consumers were thrilled with the exclusive entertainment line-up curated for Prime Day. Prime Video is watched in 4400+ cities and towns across the country, and our Prime Day releases were enjoyed by consumers from 4100+ cities and towns. The exciting Prime Day entertainment line-up was streamed by viewers, not just across India, but also by customers from 190+ countries and territories
- Along with Malik (Malayalam) , SarpattaParambarai (Tamil) and Narappa(Telugu) , were each watched in over 3200+ towns and cities in India and in over 150+ countries and territories globally, **highlighting the growing viewership and popularity of local language films not just in India but also around the world**
- Hostel Daze (S2) emerged as one of the most loved shows amongst Young Adults within just a week of its launch, with viewership from 3600+ towns and cities in India and from over 100+ countries and territories around the world
- Within 7-days from launch, Toofaan was watched by more customers on Prime Video India than any other Hindi Film in its opening week. The film was viewed in over 3900+ towns and cities in India and in 160+ countries and territories across the globe.

If you haven't streamed these exciting titles yet, it is time to make a weekend binge-list!

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