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HRITHIK ROSHAN COMPILED MEDIA REPORT

27 Mar, 2025 – 28 Mar, 2025

 **Total Mention 122**

 Print	Financial	Mainline	Regional	Periodical
6	1	2	3	N/A
 Online 116				



 Print

No	Newspaper	Headline	Edition	Pg
1.	Mint	WHY KATRINA KAIF HAS BRAND APPEAL	Delhi + 7	1, 10
2.	Deccan Chronicle	Dhoom Machale' at Westminster Abbey	Hyderabad	3
3.	The Asian Age	Dhoom Machale' at Westminster Abbey	Delhi	11
4.	Dainik Bhaskar	Bollywood shines in IIFA garden, plants planted in the name of Shahrukh, Aamir, Sanjay Dutt's mother	Jaipur	1
5.	Punjab Kesari	Stars shine at Mumbai Icons Awards	Jaipur	13
6.	Navodaya Times	Mumbai Icons Awards mein sitaron ka jalwa	Delhi	11

Mint • 28 Mar • Hrithik Roshan
WHY KATRINA KAIF HAS BRAND APPEAL

1, 10 • PG

1815 • Sqcm

1452196 • AVE

375K • Cir

Top Center,Top Left

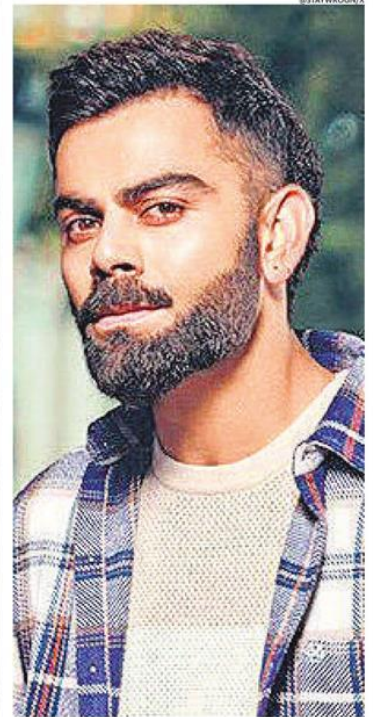
Delhi • Kolkata • Chandigarh • Ahmedabad • Bengaluru • Chennai • Hyderabad • Mumbai





WHY KATRINA KAIF HAS BRAND APPEAL

Her label, Kay Beauty, is soaring. But most celebrity brands sink without a trace



From left to right: Katrina Kaif, Kriti Sanon, Deepika Padukone and Virat Kohli. They all launched consumer brands, riding on the influence Bollywood cinema and sports have in India.

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BENGALURU

In 2017, amid much fanfare, Anushka Sharma launched 'Nush', a clothing line for young women touted as a mix of comfort and style. At the event unveiling the line, the Bollywood actress claimed she had put in long hours to get things just right—so much so that her mother had to remind her to eat. "I have personally taken an interest in the styles of Nush, so there's a bit of myself in all the outfits," she told *Vogue* magazine, suggesting she was closely involved in the designing process.

Within days of the launch, however, 'Nush' was accused of plagiarism and copyright violation. It was alleged that the brand had lifted some designs from various Chinese online retailers. Soon, Sharma's business partner Pawan Agarwal issued a statement acknowledging that there were "discrepancies in some designs" and that they would be discontinued. He also made it clear that Sharma was never part of the designing process.

It was not an auspicious start. And things didn't get much better thereafter. The controversy aside, Nush has not been able to make a mark in the market.

In 2014, three years before Nush came into existence, Virat Kohli, who is now married to Sharma, had launched Wrogn, a casualwear brand for youth. The label played with a straight bat and Kohli didn't end up with egg on his face. But after posting some solid scores, raking ₹361 crore in FY23, Wrogn's parent company Universal Sportsbiz Pvt. Ltd.—backed by a wholly owned subsidiary of Aditya Birla Fashion and Retail Ltd.—saw its revenue plunge nearly 27% to ₹264 crore in FY24. A decade on, its bottom line languishes in the red, with losses widening from ₹44.2 crore in FY23 to ₹56.7 crore in FY24.

Sharma and Kohli's labels are on a much-travelled road littered with many stragglers, including Rhea and Sonam Kapoor's 'Rheson', Shahid Kapoor's 'Skull', Salman Khan's 'Being Human' and 'YouWeCan' by Yuvraj Singh. Backed by these icons, the brands all started out with a bang but barely make a whimper today.

But on the other side of that same road are successes, albeit just a few, and far in between, such as actress Katrina Kaif's Kay Beauty. So, what is it that makes most celebrity brands sink and a few soar?

RARE SUCCESSES

Consumer brands associated with celebrities have high perceived value,

especially in a country like India, where Bollywood cinema and sports are considered highly influential, said Sumanto Chattopadhyay, an independent brand consultant. These prominent personalities not only lend their reach and attract wide media attention, but also help build authenticity with consumers. "When the celebrity's image dovetails with the brand, it's a match made in heaven," Chattopadhyay said.

One such example is Kaif's cosmetics brand Kay Beauty. Launched in 2019 in partnership with e-commerce outfit Nykaa, the brand has grown steadily over the last six years. The numbers tell Kay Beauty's story. Thanks to consistent growth and customer adoption, its annualized gross merchandise value (GMV) run rate crossed ₹330 crore in the October-December quarter of FY25, a 4x jump from ₹95 crore in the same quarter of FY22. GMV is a key metric in retail that indicates the total value of all goods sold during a period of time including discounts and other expenses.

Actor Alia Bhatt's kids' clothing and maternity wear brand Ed-a-Mamma was launched in 2020. With its prospects appearing bright, it was acquired by Reliance Retail in 2023, reportedly for ₹300-350 crore. In FY23, the firm's operating revenue had doubled to ₹32 crore, but it was still in the red with a loss of ₹11 crore.

Globally, celebrity brands are doing well. In 2023, for instance, 43 of the celebrity beauty brands tracked by NielsenIQ surpassed \$1 billion in sales for the first time

Another brand showing some promise is Hyphen, a skincare label co-founded by actor Kriti Sanon in partnership with Pep Brands in 2023. In a press release last July, the company said it had achieved revenue of ₹100 crore in its first year of operations. It aims to increase that to ₹500 crore within three years on the back of double-digit growth in sub-categories such as lip balms.

According to Vaishali Gupta, co-founder and chief growth officer of Hyphen, nearly 60% of its sales represent repeat purchases, which has helped it see rapid growth across channels, including on its website, e-commerce and quick commerce platforms. "We have seen 5x traffic on our website in the last six months and have been focusing on expanding our distribution channels as much as possible," Gupta told *Mint*.

On Sanon's association, Gupta said, "Kriti's involvement goes far beyond being the face of the brand—she's deeply engaged in every step, from product development to consumer feedback. She brings her own skincare insights, tests every product herself, and stays in close touch with customers to ensure we're always in tune with their needs."

One brand that is often touted as a success is HRX, a fitness-inspired brand co-owned by Bollywood actor Hrithik Roshan and online fashion retailer Myntra. Launched in 2013, HRX offers a range of fitness gear, including gym wear and training equipment. Various media suggest that the company is close to crossing ₹1,000 crore in revenue. However, *Mint* has not been able to find any data or filings to back this claim. The company did not respond to *Mint*'s queries seeking clarity on its financials.

"HRX has managed to pull in young consumers who want celebrity-like apparel and equipment at reasonable prices," said an early-stage consumer investor requesting anonymity. The brand has tied up with Cult.fit, which owns gyms and fitness centres across the country. Last year, it also joined hands with The Good Bug, a nutraceuticals brand backed by Marico founder Harish Mariwala's family office Sharp Ventures, to launch a probiotic supplement aimed at weight management.

Aside from Hyphen, none of the brands *Mint* reached out to for this story responded to our queries.

Globally, data from consumer intelligence company Nielsen IQ shows that celebrity beauty brands make for a big business, with labels such as Fenty Beauty, Rare Beauty, and Kylie Cosmetics achieving high sales and recognition. In 2023, for instance, 43 of the celebrity beauty brands tracked by NIQ surpassed \$1 billion in sales for the first time.

Fenty Beauty is backed by singer Rihanna and sells in India through Nykaa. Rare Beauty, singer Selena Gomez's brand, retails in India through online beauty marketplace Sephora. Kylie Cosmetics is backed by Kylie Jenner, otherwise known for her appearances in reality show *Keeping up with the Kardashians*.

Unlike in India, celebrity brands have performed better in the US. Nearly a third of American consumers in a 2023 survey by global market intelligence company Morning Consult said they had purchased a product from a brand founded by a personality with social media influence, while an overwhelming 80% of the respondents expressed a willingness to buy again.

How Kay Connected

"Product is king," Kaif told *Mint* in an interview last year, repeating a line written in almost all entrepreneurship and marketing books. "You can attach a big name to it, advertise it, market it as much as you want; but if it's not good, it won't work."

Kay Beauty owes much of its success to the perception of quality around it, which has helped the brand build a legion of fiercely loyal customers. Take the case of Priya Shah, a 27-year-old baker based in Mumbai's Mulund area. Shah has enjoyed

experimenting with makeup since the age of six. Today, her loyalties lie with only a couple of brands. Her latest obsession is the Hydra Creme Lipstick made by Kay Beauty. "With Kay, I always pre-order. That's how excited I am about their new launches. In fact, my mother-in-law's wedding gift to me was a Kay Beauty gift hamper," gushed Priya.

Anjali, a 26-year-old marketing professional based in Mumbai, also owns almost every product launched by the brand, right from its Eye Canvas eyeshadow palette to Illuminating Primer Drops. "I have learned makeup from Kay Beauty. I am only scratching the surface in terms of artistry but I find the products easy to use and forgiving," Anjali told *Mint*, adding that the brand's instant Lip Plumper is next on her list.

"I have had my share of frustration with buying some best-selling product and later regretting it because it didn't suit my skin," Kaif said in the interview with *Mint* last year. "Before starting Kay Beauty, I was very clear that I wanted to build a product that works on all Indian skin tones. That's why we ended up spending more time than anticipated creating our products; it took two years to complete the launch range."

Judging by the impact she has had on Priya and Anjali, Katrina's association with the brand seems to have resonated with customers. "A lot of celebrities

MINT SHORT STORY

WHAT

Consumer brands backed by celebrities have high perceived value, especially in India, where Bollywood and sports have huge sway over the masses.

BUT

After starting out with a bang, most celebrity brands faded away quietly. Despite being backed by an icon, these brands fail to resonate with the market.

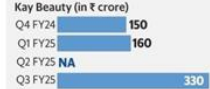
NOW

When the celebrity's image dovetails with the product and is associated with quality, as in the case of Katrina Kaif's Kay Beauty, the brand clicks.

PRETTY PICTURE

Kay Beauty's GMV has jumped on the back of consistent customer adoption

Annualized GMV* run rate of Kay Beauty (in ₹ crore)



*Gross merchandise value
Source: Nykaa investor relations

Difficult pitch

Virat Kohli's Wrogn is struggling while Deepika Padukone's 82°E has doubled its revenue in FY24

All figures in ₹ crore

Income Loss

Wrogn by Virat Kohli



82°E by Deepika Padukone



Source: MCA Filings sourced by Toller

launch brands but only a few of them are successful. Kay Beauty's journey is interesting simply because the joint venture between Nykaa and Katrina Kaif has manifested into something consumers have managed to connect with easily, thereby creating loyalty," explained Satish Meena, advisor at market research firm Datum Intelligence.

Kay Beauty also stands out thanks to its comfortable price point and a strong connection with the celebrity endorsing it. "Kay's products aren't expensive but they aren't cheap either. With premiumization picking up well across segments, an average product price of ₹1,000-1,200 is a good place to be," said Meena.

The brand was online beauty marketplace, Nykaa's first celebrity label, and has grown to become one of its top-performing labels. "Today, it is actually one of the fastest-growing brands on the platform, and we feel excited about having built this brand completely from scratch," Adwaita Nayar, chief executive officer of Nykaa Fashion, said during the company's Q3 FY25 earnings call.

India's beauty and personal care (BPC) market is expected to grow from the current \$21 billion to \$34 billion in the next four years, making it the fastest growing in the world, according to Nykaa's beauty trends report, released in September

last year. Judging by how they are performing at the moment, Kay Beauty and Sanon's Hyphen appear well placed to surf that wave.

OUT OF SIGHT

Being Human, an apparel and accessories brand, was launched by Salman Khan in 2007. The proceeds of Being Human were meant to provide education and healthcare services to the underprivileged. Back then, the Bollywood actor was fighting court battles involving five homeless people being run over on a Mumbai road and the killing of blackbucks in Rajasthan.

Deepika Padukone, another prominent Bollywood star, has turned into a venture investor in recent years and also launched her own brand. In 2015, for instance, she tied up with Myntra in 2015 to launch women's wear brand All About You. However, in 2020, Padukone sold her stake in the company to the Walmart-owned Myntra for an undisclosed sum.

In 2022, Padukone decided to try her hand at skincare, launching a company called 82°E. The young company is still finding its footing—82°E's total income touched ₹23.6 crore in FY24 while its bottom line remained in the red with a loss of ₹23.4 crore, according to data accessed from business intelligence platform Toller. It could still succeed, but 82°E has some issues to address. One of the challenges the company has faced in scaling up is the perception that even its basic products are overpriced.

So, why do so many celebrity brands struggle? "Unlike in the US, we are unlikely to see users flock to buy products launched by celebrities only because of the appeal. Sure, the aspirations exist but Indian consumers are slowly seeking a lot more than just the brand name," said Datum Intelligence's Meena.

If they get it right, celebrity endorsements and backing can play a key role in helping brands scale up in India, especially in the mass category. This is thanks to the spread of e-commerce, which has opened the market beyond the urban landscape into lower-tier towns and cities across the country. But given the plethora of options available today, especially cheap knock-offs, a brand needs to stand out if it is to succeed.

"Any celebrity-led brand has an inherent advantage of awareness when launching, but for long-term success, the brand identity needs to stand out independently for its own USP or positioning," said Zoeb Ali Khan, investor at early-stage venture capital firm Sauce.vc. "Only the fittest will survive, which means only brands that differentiate and continue to innovate will stick around."



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Deccan Chronicle • 28 Mar • Hrithik Roshan
 Dhoom Machale' at Westminster Abbey

3 • PG

381 • Sqcm

876221 • AVE

2.55M • Cir

Bottom Left

Hyderabad Chronicle

Hyderabad

'Dhoom Machale' at Westminster Abbey?

A Bollywood anthem echoed through the church as King Charles and Queen Camilla arrived there



✓ It's a moment no one saw coming; the unmistakable beats of *Dhoom Machale* rang through Westminster Abbey as King Charles and Queen Camilla arrived for the Commonwealth Day ceremony. The Bollywood banger, originally from *Dhoom*, was performed by the Shree Muktajeevan Swamibapa Pipe Band — an Indian Scottish pipe band — turning a formal royal event into an unexpected crossover moment.

"That's clearly Hrithik Roshan disguised as Camilla," one fan joked, while another quipped, "Plot twist: The king is Hrithik in disguise." Others took the opportunity to crack jokes about the Kohinoor diamond. "Relax boys, it's Hrithik gone to take the Kohinoor back," read one of the top comments.

The Shree Muktajeevan Swamibapa Pipe Band is known for putting together old-world Scottish bagpipes with Indian musical influences, boasting branches across the UK, India, the USA, and Kenya.

THE SHREE MUKTAJEEVAN SWAMIBAPA PIPE BAND PUTS TOGETHER OLD-WORLD SCOTTISH BAGPIPES WITH INDIAN MUSICAL INFLUENCES, BOASTING BRANCHES GLOBALLY.

The Asian Age • 28 Mar • Hrithik Roshan
 Dhoom Machale' at Westminster Abbey

11 • PG

385 • Sqcm

163582 • AVE

389.96K • Cir

Middle Center

Delhi Age

Delhi

'Dhoom Machale' at Westminster Abbey?

A Bollywood anthem echoed through the church as King Charles and Queen Camilla arrived there



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Dainik Bhaskar • 28 Mar • Hrithik Roshan

Bollywood shines in IIFA garden, plants planted in the name of Shahrukh, Aamir, Sanjay Dutt's mother

1 • PG

340 • Sqcm

416088 • AVE

2.34M • Cir

Middle Center

City Bhaskar

Jaipur

अनूठी पहल • ग्रीन चैलेंज के सैकंड फेज के तहत सीतापुरा रीको एरिया में लगाएंगे 15 हजार पौधे आईफा गार्डन में बॉलीवुड की चमक; शाहरुख, आमिर, संजय दत्त की मां के नाम से लगे पौधे



सिटी रिपोर्टर | जयपुर

बेशक मुंबई बॉलीवुड से रोशन है, लेकिन इस बार जयपुर में हुए आईफा अवॉर्ड्स के जश्न ने धरा को उनके रंग में रंग दिया। यहां बने 'आईफा गार्डन' में मशहूर फिल्म स्टार और उनकी मां के नाम के साथ पौधे लगाए गए हैं। पौधों के पास उनकी नाम पट्टिकाएं भी नजर आ रही हैं। मिली जानकारी के मुताबिक पीएम नरेंद्र मोदी के अभियान 'एक पेड़ मां के नाम' को बढ़ावा देते हुए यह अनूठा प्रयास किया गया है। इसमें स्टार के साथ उनकी मां का नाम लिखा गया है।

ये हैं स्टार्स की मां के नाम

स्टार	मां का नाम
शाहरुख खान	लतीफ फातिमा खान
आमिर खान	जीनत हुसैन
संजय दत्त	नरगिस दत्त
ऋतिक रोशन	पिंकी रोशन
संजय लीला भंसाली	लीला भंसाली
ऐश्वर्या राय	वृंदा राय
करिश्मा कपूर	बबीता कपूर

5 हजार वर्ग गज भूमि पर बना गार्डन



आईफा शो के दौरान गार्डन में दो ही पौधे लगाए गए थे, लेकिन अब करीब 450 पौधे लगाए गए हैं। अब आईफा ग्रीन चैलेंज के दूसरे चरण की तैयारी शुरू हो गई है, जिसके तहत करीब 15 हजार पौधे लगाए जाएंगे। यह सभी पौधे सीतापुरा रीको एरिया में अलग-अलग जगहों पर लगाए जाएंगे। जयपुर की 'चैलेंज फॉर ग्रीन' कंपनी रीको के साथ मिलकर इसके लिए जगह चिन्हित कर रही है। ग्लोबल रिलेशन्स एंड इम्पैक्ट लीड प्रांशु भारद्वाज ने बताया कि इसमें खासतौर पर अर्जुन, अशोक, बॉटल ब्रश, गुलमोहर, इमली, नीम, कदम, कांजी जैसे 13 प्रकार के पौधे लगाए जाएंगे। रीको ऑफिस में 5 हजार वर्ग गज भूमि पर यह गार्डन बनाया गया है, जिसमें करीब 450 पौधे सैलेब्रिटीज के नाम पर लगाए गए हैं। इसका उद्घाटन सीएम भजनलाल शर्मा, डिप्टी सीएम दिया कुमारी और बॉलीवुड डायरेक्टर करण जौहर ने किया था।

Punjab Kesari • 28 Mar • Hrithik Roshan
Stars shine at Mumbai Icons Awards

13 • PG

813 • Sqcm

40668 • AVE

370.92K • Cir

Top Center

Jaipur

मुंबई आईकन्स अवार्ड्स में सितारों का जलवा



मुंबई आईकन्स अवार्ड्स 2025 के रैंड कारपेट पर बॉलीवुड हसीनाओं ने जलवे बिखेरे। कई क्षेत्रों में पुरस्कार श्रेणियों की विविधतापूर्ण श्रृंखला की विशेषता वाले इस कार्यक्रम में विभिन्न उद्योगों के प्रतिष्ठित व्यक्तियों को सम्मानित किया गया। इवेंट में अभिनेत्री पश्मीना रोशन, एली अवराम, नायरा बैनर्जी, अदा शर्मा, पत्रलेखा, रिद्धी डोगरा और अभिनेता राजकुमार राव स्पॉट हुए। ऋतिक रोशन की चचेरी बहन पश्मीना रोशन की फिल्म 'इश्क विश्क रिबाऊंड' ने बॉक्स ऑफिस पर अच्छा प्रदर्शन किया था। वहीं, सोनल चौहान जुहू में नजर आईं। (वीरेंद्र चावला)

Navodaya Times • 28 Mar • Hrithik Roshan
Mumbai Icons Awards mein sitaron ka jalwa

11 • PG

1165 • Sqcm

407847 • AVE

670.26K • Cir

Top Center

Delhi

मुंबई आईकन्स अवार्ड्स में सितारों का जलवा



शमीना रोशन

एली अवराम

नायरा बैनर्जी

सोनल चौहान

अदा शर्मा

रिद्धी डोगरा

पत्रलेखा

राजकुमार राव

मुंबई आईकन्स अवार्ड्स 2025 के रैंड कारपेट पर बॉलीवुड हसीनाओं ने जलवे बिखरे। कई क्षेत्रों में पुरस्कार श्रेणियों की विविधतापूर्ण श्रृंखला की विशेषता वाले इस कार्यक्रम में विभिन्न उद्योगों के प्रतिष्ठित व्यक्तियों को सम्मानित किया गया। इवेंट में अभिनेत्री पश्मीना रोशन, एली अवराम, नायरा बैनर्जी, अदा शर्मा, पत्रलेखा, रिद्धी डोगरा और अभिनेता राजकुमार राव स्पॉट हुए। ऋतिक रोशन की चचेरी बहन पश्मीना रोशन की फिल्म 'इश्क विश्क रिबाऊंड' ने बॉक्स ऑफिस पर अच्छा प्रदर्शन किया था। वहीं, सोनल चौहान जुहू में नजर आईं। (वीरेंद्र चावला)

 Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Msn India	Jr. NTR is "overwhelmed" as he receives a grand welcome in Japan while promoting...	733.9M
2.	MSN Hindi	मुआवजे के बाद जावेद अख्तर ने कंगना से मांगी लिखित माफी, सहमति से नहीं हुआ समझ...	733.9M
3.	Msn India	Jr NTR Feels Overwhelmed After Meeting Japanese Audience Ahead Of Devara Release...	733.9M
4.	Msn India	Hrithik Roshan's Dhoom Machale Plays At Commonwealth Day Ceremony For King Charles...	733.9M
5.	Msn India	Band plays "Dhoom Machale" as King Charles arrives for Commonwealth Day Service...	733.9M
6.	Msn India	'Dhoom Machale' plays at Westminster Abbey for King Charles, desi viewers in di...	733.9M
7.	Msn India	Jr NTR shares rare picture with wife Lakshmi Pranathi to wish her on birthday; f...	733.9M
8.	Aaj Tak News	मुआवजे के बाद जावेद अख्तर ने कंगना से मांगी लिखित माफी, सहमति से नहीं हुआ समझ...	571.7M
9.	Aaj Tak News	जब लंदन में "धूम मचाले" की धुन से हुआ किंग चार्ल्स का स्वागत, वायरल हुआ वीडियो	571.7M
10.	News18	How Indie Dogs Are Winning Hearts in Indian Homes	152.8M
11.	News18	For Black Warrant's Zahan Kapoor, Hrithik Roshan Is The "First Superstar"	152.8M
12.	News18	Shabana Azmi Says Javed Akhtar, Kangana Ranaut Did Not Mutually Settle Defamation...	152.8M
13.	News18	Jr NTR's Special Note For "Brother" Ram Charan On His 40th Birthday: "Stay H...	152.8M
14.	Hindustan Times	Sholay, Hera Pheri, DDLJ, Baahubali: Internet in awe as ChatGPT recreates India n...	124.6M
15.	Ndtv	Video: "Dhoom Machale" Plays Out At Royal Event For King Charles, Queen Camill...	111.1M
16.	Ndtv	Aishwarya Rai Bachchan Car Accident - Actress Was Not Inside Car: Report	111.1M
17.	Indian Express	Watch: King Charles welcomed with 'Dhoom Machale' tune at Westminster on Commonwealth...	90.9M
18.	Money Control	King Charles greeted with "Dhoom Machale" on Commonwealth Day ceremony: "Band...	74.5M
19.	Dainik Bhaskar	शबाना बोलीं कंगना से लिखित में माफी चाहते थे जावेद: 5 साल तक चला मानहानि का केस;...	66.5M
20.	Dainik Bhaskar	राम चरण @40, 'RRR' ने बनाया ग्लोबल स्टार: कभी प्रियंका चोपड़ा संग थी अफेयर की च...	66.5M
21.	हिन्दुस्तान(Live Hindustan)	ऋतिक रोशन की ठुकराई ये फिल्में हुई ब्लॉकबस्टर, नंबर 5 का नाम सुन हो जाएंगे हैरान...	64.8M

22.	The Times of India	Band plays "Dhoom Machale" as King Charles arrives for Commonwealth Day Se...	64.4M
23.	The Times of India	Zahan Kapoor admits Hrithik Roshan is the first superstar for him: "Majboori me...	64.4M
24.	अमर उजाला (Amar ujala)	फिल्म की शूटिंग के वक्त बुरी तरह घायल हुए ये एक्टर्स, करानी पड़ गई सर्जरी	63.8M
25.	Navbharat Times - NBT Education	25% तक की छूट पर Mynta दे रहा है यह Women Shoes, क्वालिटी और स्टाइल है एकदम लाज...	57.6M
26.	News18	किंग चार्ल्स ने वेस्टमिंस्टर एब्बे में मारी एंट्री और बजने लगा धूम मचाए... फिर ...	43.6M
27.	News18	मानहानि केस में कंगना की माफी से जावेद अख्तर नहीं हैं खुश? नहीं था आपसी समझौता, ...	43.6M
28.	Mint	"Leaked footage from Dhoom 4": Desi fans react as King Charles, Camilla welco...	40.8M
29.	Times Now News	Alia Bhatt Dislikes People Telling Her "You've Changed": Terrifying To Be The...	35.4M
30.	Times Now News	King Charles Gets Bollywood Welcome With "Dhoom Machale" At Royal Ceremo...	35.4M
31.	Times Now News	Hrithik Roshan's Dhoom Machale Plays At Commonwealth Day Ceremony For Ki...	35.4M
32.	DNA India	King Charles welcomed with 'Dhoom Machale' song at royal ceremony, netizens...	19.4M
33.	Dailyhunt	How Indie Dogs Are Winning Hearts in Indian Homes	18.6M
34.	Dailyhunt	Atlee Kumar & Allu Arjun Team Up for a Blockbuster Adventure!	18.6M
35.	Dailyhunt	Watch: "Dhoom Machale" song played for British royal family? Internet can't b...	18.6M
36.	Dailyhunt	রাজা চার্লসের সামনেই বাজছে "ধুম মাচা লে"! অবাক কাণ্ড ওয়েস্টমিনস্টার অ্যাভেতে	18.6M
37.	Dailyhunt	For Black Warrant's Zahan Kapoor, Hrithik Roshan Is The "First Superstar"	18.6M
38.	Dailyhunt	Pooja Hegde Frustration Exposes Dark Secrets	18.6M
39.	Dailyhunt	"Dhoom Machale" plays at Westminster Abbey for King Charles, desi viewers in d...	18.6M
40.	Dailyhunt	7 Bollywood Movies Which Can Break The Record Of Vicky Kaushal Starrer Chha...	18.6M
41.	Dailyhunt	Shabana Azmi Says Javed Akhtar, Kangana Ranaut Did Not Mutually Settle Defa...	18.6M
42.	Dailyhunt	Chhaava Box Office Collection Day 41: 600 Crores & Not Out! Vicky Kaushal Do...	18.6M
43.	Dailyhunt	Sikandar Gives Clarity: It's Either Chhaava or WAR 2	18.6M
44.	Dailyhunt	Jr NTR's Special Note For "Brother" Ram Charan On His 40th Birthday: "Stay H...	18.6M

45.	Koimoi.com	Chhaava Box Office Collection Day 41: 600 Crores & Not Out! Vicky Kaushal Do..	17.2M
46.	Koimoi.com	Sikandar Box Office (3 Days To Go): Disastrous Drop For Salman Khan On BMS Ticke...	17.2M
47.	The Financial Express	Watch: Dhoom Machale tune rocks Westminster Abbey, stuns King Charles and Queen ...	16.2M
48.	Mens XP	'Perfect Song For Robbers' Band Welcomes King Charles and Queen Camilla Wit h 'Dh...	15.3M
49.	V6velugu	Samantha: ప్తరపంచంలో రూ.200 కోట్లు భరణం వద్దనుకున్న ఏకైక నటి సమంత ..	10.5M
50.	Divyabhaskar	RRRలో అయి ఎవరివై: 35 వేల యూనిట్ల డుమ్మనావడం, అలా రామచంద్ర జూనియర్ NTR సాథి క...	10M
51.	Indiatvnews	'Dhoom Machale' plays for King Charles's welcome at royal ceremony, netizens i...	9.7M
52.	Jansatta	बॉलीवुड के इन लोगों से रही है शाहरुख खान की दुश्मनी, एक को तो भरी महफिल में जड़ ...	9M
53.	Jansatta	साउथ में हिट, मगर बॉलीवुड में फ्लॉप रहे राम चरण, डेब्यू के बाद नहीं की दूसरी हिं...	9M
54.	Asianet News Hindi	"धूम मचाले" म्यूजिक पर ब्रिटिश रॉयल किंग चार्ल्स और महारानी कैमिला की जबर्दस्त...	8.1M
55.	Jagran English	Kangana Ranaut And Javed Akhtar's Defamation Case: Shabana Azmi Claims It Wasn'...	7.7M
56.	Jagran English	'Dhoom Machale' Played By Shree Muktajeevan Swamibapa Pipe Band For King Charle...	7.7M
57.	Mid-Day	Kangana Ranaut vs Javed Akhtar case: Shabana Azmi refutes mutual settlement clai...	7.5M
58.	Republic World	King Charles Welcomed with 'Dhoom Machale' at Westminster Abbey, Netizens P erpl...	7.1M
59.	Free Press Journal	"That's Definitely Hrithik Roshan Disguised as Camilla": Netizens React As Ki...	6.4M
60.	Bollywood Hungama	Shreya Chaudhry shares her theatre journey with childhood throwbacks on World Th...	6.3M
61.	India Forums	WAR 2 star Jr NTR mobbed by female Japanese fans; actor goes "wow" as they cal...	6.1M
62.	Odisha Television Limited	Hrithik Roshan's royal scene from Dhoom 2 comes alive at Westminster Abbey W atc...	5.2M
63.	Telangana Today	Watch: 'Dhoom Machale' song played for British royal family? Internet can't beli...	3.8M
64.	Deccan Chronicle	Hrithik Reflects on Phenomenal Success of Yas Island's Zindagi Ko Yas Bol Cam pa...	2M
65.	ABP Live News	King Charles, Queen Camilla Welcomed With Bollywood Hit "Dhoom" Tunes, Neti zen...	1.9M

66.	Divya Marathi	Ram Charan Birthday Interesting Facts; RRR Net Worth TruJet Airlines रामचरण @4...	1.7M
67.	Mashable India	Javed Akhtar-Kangana Ranaut Didn't Settle Defamation Case Mutually? Shabana Azm...	1.1M
68.	News Nation	इटेंस वर्कआउट पर रहेगा पूरा फोकस जब Gym Shorts For Men देंगे आराम, पसीना सोखेंग...	974K
69.	India Herald	Sikandar Gives Readability: It Is Either Chhaava Or Struggle 2. Find out more:	651.5K
70.	India Herald	Pooja Hegde Frustration Exposes Dark Secrets Find out more:	651.5K
71.	Mans World India	Salman Khan's Long-Awaited Jacob & Co. Collab Finally Launches At ₹ Lak. ..	565.6K
72.	Gstv	VIDEO/ वेस्टमिन्स्टर ओब्री आते किंग चार्ल्स माटे आस "धूम मचावे" वगाडवामां आव्य...	342.8K
73.	News - Knowledia News (IN)	L2 Empuraan X review: Fans HAIL Mohanlal-Prithviraj Sukumaran starrer, laud it f ...	203.8K
74.	Take One Digital Network	Top 9 Anil Kapoor Movies On Netflix To Watch Right Now	139.2K
75.	India News	आ रहे थे इंग्लैंड के "राजा, बजने लगी "धूम मचाले" की धुन, Viral Video देख लोग ...	90.5K
76.	Naya India	'पाजी' सनी देओल संग कैमरे में कैद हुए रवि किशन	68.6K
77.	News4 Social	शबाना बोलीं कंगना से लिखित में माफी चाहते थे जावेद: 5 साल तक चला मानहानि का केस;...	66.4K
78.	News X	Viral: King Charles Welcomed With Bollywood's 'Dhoom Machale' In London, Inte r...	38.5K
79.	Western Times News	Hrithik Reflects on the Phenomenal Success of Yas Island's 'Zindagi Ko Yas Bol'. ..	5.1K
80.	Business Journal	Kangana vs Javed Akhtar scenario: Shabana Azmi shoots down shared negotiatio n in...	1.7K
81.	Newspoint	"That's Definitely Hrithik Roshan Disguised as Camilla": Netizens React As Ki...	N/A
82.	Hot Scup	Dhoom Machayi London mein! Bollywood, Royal Ceremony aur Viral Video!	N/A
83.	Mirchi Plus	Rakesh Roshan: A major reason to make "The Roshans" was to let people know what ...	N/A
84.	The Mobi World	"Perfect Song For Robbers" Band Welcomes King Charles and Queen Camilla Wi th '...	N/A
85.	Promo News	Video: Indian Band Play 'Dhoom Machale' To Welcome King Charles At Event	N/A
86.	Patna Press	Presidential Debate Held at Science College Ahead of Patna University Student U n...	N/A
87.	Esquire India	Here Are All Images From Our Cover Shoot With Vicky Kaushal	N/A
88.	India Daily Mail	Kangana vs Javed Akhtar scenario: Shabana Azmi shoots down shared negotiatio n in...	N/A

89.	Marvel Tamil News	Hrithik Roshan Reflects on the Phenomenal Success of Yas Island's 'Zindagi Ko Y...	N/A
90.	Punjabkesari	ये आपसी समझौता नहीं था, कंगना ने लिखित रूप में जावेद से माफी मांगी है..शबाना आजम...	N/A
91.	origin.mid-day.com	Kangana Ranaut vs Javed Akhtar case: Shabana Azmi refutes mutual settlement clai...	N/A
92.	Lifestyle Asia: India	From Rashmika to Samantha: Meet the 10 most-followed South Indian actresses on l...	N/A
93.	Taaza Tv	"Dhoom Machale" plays at Westminster Abbey for King Charles, viewers in shock	N/A
94.	Mirchi Plus	'Dhoom Machale' song: A Hindu-Scottish band plays the track as King Charles ar...	N/A
95.	Dainik News Live	शबाना बोलीं कंगना से लिखित में माफी चाहते थे जावेद: 5 साल तक चला मानहानि का केस;...	N/A
96.	Navodaya Times	जावेद अख्तर और कंगना रनौत के मानहानि केस पर शबाना आजमी का बड़ा बयान	N/A
97.	Ma Media24	Shabana said Javed wanted to apologize to Kangana: A defamation case lasted f or ...	N/A
98.	Lifeberrys.com हिंदी	2 News : कंगना-जावेद के केस में इस बात से नाराज हैं शबाना, 'ये रिश्ता क्या कहलात...	N/A
99.	Poorvanchalmedia	शबाना ने कंगना और जावेद के रिश्ते को लेकर कही ये बड़ी बात	N/A
100.	Rclipse	Dhoom track plays for King Charles; fans spot Hrithik	N/A
101.	Airr News	Band plays "Dhoom Machale" as King Charles arrives for Commonwealth Day Se rvic...	N/A
102.	Newspoint	Band plays "Dhoom Machale" as King Charles arrives for Commonwealth Day Se rvic...	N/A
103.	Khabar Monkey	चाहिए ऋतिक रोशन वाली बॉडी? डाइट में शामिल कर लें यह चीज, कुछ ही दिनों में फिट एं...	N/A
104.	The Top News 18	किंग चार्ल्स कॉमनवेल्थ डे सर्विस के लिए बैंड के रूप में बैंड प्ले 'धोओ माचेल' ह...	N/A
105.	Digi Newz India	मानहानि केस में कंगना की माफी से जावेद अख्तर नहीं हैं खुश? नहीं था आपसी समझौता, ...	N/A
106.	Sonebhadra Live	जावेद अख्तर और कंगना रनौत के मानहानि केस पर शबाना आजमी का बयान	N/A
107.	Promo News	Aishwarya Rai Bachchan Car Accident – Actress Was Not Inside Car: Report	N/A
108.	Tri Cities	Aishwarya Rai Bachchan Car Accident – Actress Was Not Inside Car: Report	N/A
109.	M9 News	Sikandar Gives Clarity: It's Either Chhaava or WAR 2	N/A
110.	Bharatiya	राम चरण @40, RRR से दुनियाभर में छाए:35 साल पुरानी दुश्मनी, फिर भी जूनियर NTR के...	N/A
111.	Dainik News Live	राम चरण @40, 'RRR' ने बताया ग्लोबल स्टार: कभी प्रियंका चोपड़ा संग थी अफेयर की च...	N/A
112.	Ma Media24	Ram Charan @40, 'RRR' made Global Star: Kabhi Priyanka Chopra's affair was dis...	N/A
113.	OB News	Zahan Kapoor admits Hrithik Roshan is the first superstar for him: "Majboori me...	N/A

114.	The Mobi World	Zahan Kapoor admits Hrithik Roshan is the first superstar for him: "Majboori me...	N/A
115.	Rclipse	Zahan Kapoor admits Hrithik Roshan is the first superstar for him: "Majboori me...	N/A
116.	The Mobi World	7 Bollywood Movies Which Can Break The Record Of Vicky Kaushal Starrer Chhaava	N/A