

London will see Open Air Screening of DDLJ at Hoxton Square, N1, at 3:00PM on 25th May 2009 as launch of Rubicon's Mango Week. So it makes us think what is so special about DDLJ - Dilwale Dulhainiya Le Jayenge.

See our Exclusive Coverage of King Khan at Zee Carnival In London Feb 2009 here

http://www.youtube.com/watch?v=vIE52m2CQzc&feature=channel_page

Well as a report explains it , the movie stars Shahrukh Khan, commonly known as King Khan of Bollywood , is one of the Bollywood's biggest Icon just like BIG B - Amitabh Bachan

Shahrukh Khan is a busy man. The star of more than 50 films and with a fan base that's numbered in the billions **(Bollywood has a global audience of 3.6 billion; Hollywood has 2.5 billion)** it is the consistent success of his films that was directly responsible for putting Bollywood as we know it on the global cinematic map.

Born in 1965 in New Delhi, Khan entered Bollywood via theatre and television in the 1980s. Initially, his success was based on his antihero turns in Baazigar and Darr, both released in 1993. In 1995 he resurrected the good romantic hero in the **blockbuster Dilwale Dulhania Le Jayenge (1995) – or DDLJ, as it is known – which widened his fan base and took Indian cinema to an international audience.**

This was the first film to include a positive “untainted by the evils of the West” nonresident Indian (NRI) character. It spoke to the NRIs of the world, who returned to the cinema in droves and took along with them the natives of their resident country and converted them into a Bollywood Fan. His subsequent NRI hits such as Kuch Kuch Hota Hai (1998) and Kabhi Khushi Kabhi Gham (2001) entrenched Khan's hold on the domestic and overseas box office.”

Bollywood Reach expected to be 3.6 Billion Hollywood 2.5 Billion Credit Goes to DDLJ

Written by Administrator

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The reporter asks : Bollywood stars are treated like gods. Why is this so?

Khan Replies: - "In this country entertainment is the last achievement for the common man," he says. "People regard me as taking away their everyday sadness for three hours, when they can sit in a dark, air-conditioned hall and see me fulfil their dreams. Shah Rukh Khan gives hope to people."

Article Source - [TimesOnline](#)

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