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ANALYSIS BRIEF
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Why Drishyam 2's Success Challenges the Bollywood Formula

Original analysis by **Sanjeev Newar and Swati Goel Sharma**

The authors argue that Drishyam 2's success shows how little audiences need Bollywood's usual mix of star power, spectacle and songs. They cite the reported earnings of the low-budget Malayalam remake and contrast its plot-driven approach with the box-office failure of Ajay Devgn's more expensive Thank God.



A poster of the film.

THE ESSENTIAL POINTS

- Released on 18 November 2022, Drishyam 2 was reported to have earned more than Rs 175 crore by 4 December, giving industry supporters grounds to celebrate.
- The authors credit the thriller's plot for holding the audience. It did without the songs, item numbers, action scenes and ornate dialogue they associate with typical Bollywood fare.
- The same lead actor, Ajay Devgn, had recently starred in Thank God. The authors point to that film's failure despite greater expense, promotion and the usual masala elements.
- The Hindi film closely followed an acclaimed Malayalam original. The authors argue that Bollywood's commercial success with the remake owes its story and construction to regional cinema.

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Updated from an original written by Sanjeev Newar and Swati Goel Sharma in December 2022. Summary prepared by Rashtra Jyoti Staff. Facts refer to the original reporting date.