RASHTRA JYOTI

ANALYSIS BRIEF
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How Bollywood Lost Its Hold on Indian Audiences

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

The authors argue that Bollywood lost its cultural hold as viewers used the internet to scrutinise alleged plagiarism, challenge its portrayal of Hindus and discover other cinema. They cite online comparisons of scenes in Barfi!, the failure of Laal Singh Chaddha amid boycott calls, and the success of The Kashmir Files and dubbed southern films.



Laal Singh Chaddha

THE ESSENTIAL POINTS

- Bombay cinema began with Raja Harishchandra and drew on the epics. The authors argue that conquest narratives and Nehruvian and Gandhian themes later displaced them.
- The authors cite Barfi! as a film that won early praise and lost goodwill after online clips let viewers compare its scenes with earlier work.
- The authors credit changing public attitudes with putting stalking-as-romance under scrutiny. They cite the criticism of Kabir Singh as a sign that audience tolerance had changed.
- The authors point to The Kashmir Files and dubbed hits including KGF, Pushpa and RRR as evidence that audiences were still keen to watch good cinema.

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