RASHTRA JYOTI

ANALYSIS BRIEF
900495 · June 2023

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Why Adipurush Deepened Bollywood's Crisis of Trust

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

The authors argue that the backlash to Adipurush deepens doubts about Bollywood's ability to portray Hindu epics with care and deliver films worth the price of a ticket. They cite criticism of Hanuman's dialogue, character designs and visual effects, alongside earlier objections to how Bollywood films portrayed Ram and Ravan.



A still from Adipurush showing Saif Ali Khan as Ravan

THE ESSENTIAL POINTS

- Viewers objected to the film's handling of the Ramayana itself. They said its treatment of the epic fell short of the reverence and depth they expected.
- The authors report a budget of Rs 500 crore and say the filmmakers held the release back for six months after the teaser drew criticism.
- The authors place Adipurush in a longer history of Bollywood's treatment of Ram and Ravan, citing Raavan and Bhavai as films that cast Ravan sympathetically.
- The article treats the early criticism as a warning for other big releases that year. At the time, Adipurush's final box-office performance was still unknown.

THE TAKEAWAY

The backlash to Adipurush shows why a big budget and a familiar epic cannot make up for weak storytelling or a portrayal that audiences find careless.

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Updated from an original written by Swati Goel Sharma and Sanjeev Newar in June 2023. Summary prepared by Rashtra Jyoti Staff. Facts refer to the original reporting date.