RASHTRA JYOTI

ANALYSIS BRIEF
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Why Ludo's Cow and Mandir Jokes Play Safe

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

The authors argue that Ludo relies on familiar jokes about Hindu beliefs and practices, which they see as safe targets for Bollywood comedy. They point to a stand-up routine about cows and votes, a Ramlila scene that turns into a brawl and a scene in which Shruti claims to be at a mandir while having sex.



A scene from the film Ludo . (Vivek Agnihotri/Twitter)

THE ESSENTIAL POINTS

- Akash's stand-up routine turns the cow into an election joke, telling his audience that in India it brings votes as well as milk.
- The Ramlila scene turns a stage mishap into a gag when Alok finds his nose bleeding, swears and thrashes the actors playing Ram and Lakshman.
- Shruti's claim to be in a mandir when her mother calls during sex is, the authors point out, the film's only reference to a mandir.
- The review argues that the fairground gag could have worked with ordinary entertainers. The filmmakers instead made men dressed as Hindu gods the comic props.

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Updated from an original written by Swati Goel Sharma and Sanjeev Newar in November 2020. Summary prepared by Rashtra Jyoti Staff. Facts refer to the original reporting date.