



REVIEWER'S REPORT

Manuscript No.: IJAR-50674

Date: 17-03-2025

Title: Small Town Stories and Big Box-Office Returns''

Recommendation:

- Accept as it is.....**YES**.....
- Accept after minor revision.....
- Accept after major revision
- Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality	√			
Techn. Quality		√		
Clarity		√		
Significance			√	

Reviewer's Name: Syed Mohammed

Reviewer's Decision about Paper: **Recommended for Publication.**

Comments (*Use additional pages, if required*)

Reviewer's Comment / Report

This paper provides a compelling exploration of the shifting trends in Hindi cinema, particularly the rise of small-town narratives and their impact on audience engagement and box-office success. It effectively contextualizes Bollywood's evolution from grand, city-centric storytelling to more grounded, relatable portrayals of middle- and lower-class life in small-town India.

The abstract succinctly captures the essence of the study, emphasizing the increasing appeal of films set in small towns and featuring lesser-known actors. The argument is well-supported by examples such as *Stree*, *Bala*, and *Luka Chuppi*, which demonstrate the success of these films despite their modest budgets. The paper successfully highlights how Bollywood has transitioned from a reliance on big stars and urban settings to stories that resonate with a wider demographic.

The introduction provides a strong historical background, tracing Bollywood's sociocultural influence from pre-independence cinema to the present. It effectively discusses how globalization shaped Bollywood's focus on Non-Resident Indian audiences and multiplex culture while also acknowledging the renewed interest in regional narratives. The section clearly establishes the study's objective of analyzing how small-town films have reshaped the industry.

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

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The review of literature presents a detailed discussion on the changing dynamics of the Hindi film industry, providing a broad perspective on its growth and market presence. The paper effectively references key scholars and industry figures to illustrate the evolving nature of Bollywood, from its early days of experimental filmmaking to its current position as a structured, commercially driven entity. The analysis of box-office trends offers valuable insight into Bollywood's global standing and financial challenges, including ticket pricing and piracy.

Overall, this study provides a well-researched and structured examination of Bollywood's narrative transformation, highlighting how small-town stories have revitalized audience engagement and commercial viability. The paper makes a significant contribution to understanding the industry's shifting landscape and the growing preference for authentic, localized storytelling.