

After Topping Online Charts, Acharya Prashant's Truth Without Apology Now Leads In Retail Stores

After a strong online debut and a Nielsen #1 in its second week, Acharya Prashant's Truth Without Apology is now making its presence felt in stores as well, featuring in Crossword's nationwide Top 30 non-fiction list, as per its visibility in top 30 non-fiction shelves in Crossword stores across India.

Kapil Joshi | Updated: Thursday, October 09, 2025, 03:57 PM IST



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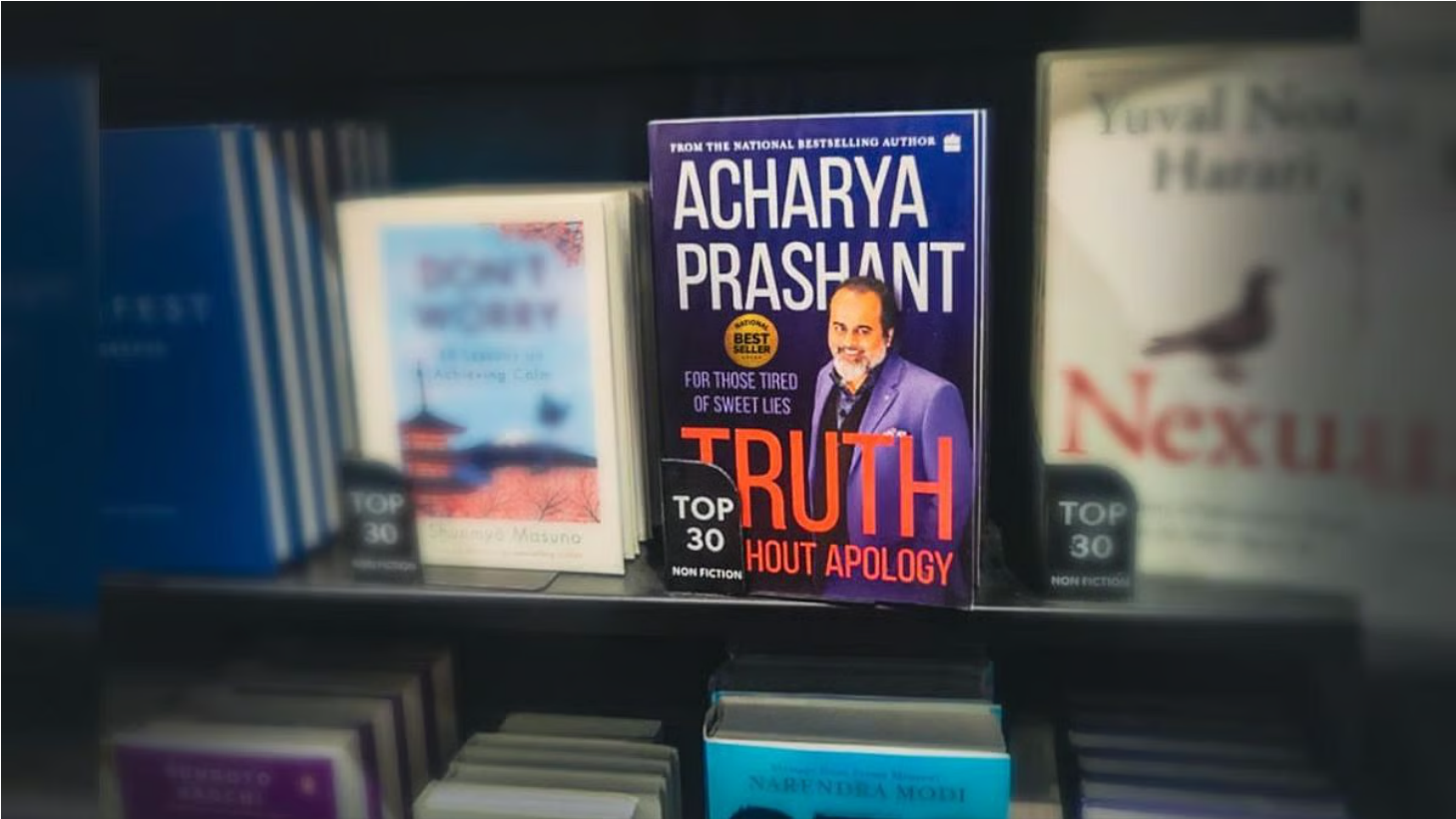
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After a strong online debut and a Nielsen #1 in its second week, Acharya Prashant's *Truth Without Apology* is now making its presence felt in stores as well, featuring in Crossword's nationwide Top 30 non-fiction list, as per its visibility in top 30 non-fiction shelves in Crossword stores across India. It's a neat arc: early momentum on Amazon (Top 3 overall on day one; #1 in philosophy, metaphysics, and personal transformation through much of the first month), followed by verified #1 rank on Nielsen, and now one of the top nonfiction titles in bookstore shelves.

The offline story has unfolded city by city. In Delhi, book signings at Om Book Shop, Faqir Chand, Oxford, Kunzum, and Full Circle drew a mixed crowd: students with backpacks, office-goers dropping in after work, and longtime readers arriving with underlined copies. The format was simple: a brief introduction, a reading or two, and then the bit everyone stays for: questions that spill past the scheduled end time.

Hyderabad mirrored that energy. Five different Crossword outlets hosted the author on the same tour, with another stop at the popular bookstore Akshara Books. Readers showed up with pages folded back to sections they wanted to discuss: ambition and distraction, the tug of fear, the burden and promise of freedom. That is the terrain of the book: 180 short chapters you can read in a sitting, each one pointed enough to spark a conversation.

The Crossword listing matters for a practical reason. It tells us the book isn't only being discovered by online followers or through launch-week promotion; it's also being picked up by people browsing in stores, talking to staff, and hearing about it from other readers. If online sales show speed, shelves show stickiness.



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None of this changes what *Truth Without Apology* is at its core. It isn't a celebrity memoir or a quick fix. It's a set of tightly written pieces that ask uncomfortable questions about how we live and why we make the choices we do. That kind of book usually grows by word of mouth. The turnout at signings and now the Crossword Top 30 nod suggest that is exactly what's happening.

The trajectory tells its own story: from a blazing start on Amazon, to a #1 Nielsen ranking in its second week, and now a firm foothold in major bookstores across the country. For a philosophical title, that is a broad track to run on. And for readers who have been looking for something more substantial than a weekend diversion, it explains why the book keeps showing up: in feeds, in lists, and now on the front tables of their neighborhood bookstores.

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