



Nani's 'Aaya Sher' from 'The Paradise' sets new record; crosses 100 million views

NATURAL Star Nani's much-awaited film *The Paradise*, directed by Srikanth Odela, is already creating massive buzz even before its release. The film has been generating strong excitement with its glimpse, posters, and especially the first single "Aaya Sher," which has turned into a sensational chartbuster.

Composed by Rockstar Anirudh Ravichander, the high-energy track has captured the attention of audiences across platforms. Since its release, the song has been trending continuously on YouTube and social media, achieving an impressive milestone of over 101 million views. Notably, "Aaya Sher" has become the fastest song featuring Nani to cross the 100-million mark, making it a record-setting moment in the actor's career. It is also the first Nani song to reach this milestone even before the film's theatrical release.



A major factor behind the song's viral success is Nani's electrifying screen presence. His energetic dance moves, intense attitude, and catchy hook step quickly went viral, inspiring fans worldwide to recreate the steps. Instagram reels and YouTube dance covers featuring the track have further boosted its popularity.

Produced by Sudhakar Cherukuri under the SLV Cinemas banner, *The Paradise* is slated for a worldwide theatrical release on August 21, with expectations continuing to rise.

The makers also ensured that the song matched its musical energy visually. A massive slum set was specially constructed for the shoot, giving the sequence a raw and grand cinematic feel.

INCA announces first awards winners; Naga Chaitanya, Mirai and Anil Ravipudi shine

THE Indian National Cine Academy (INCA) has officially announced the winners of its first-ever INCA Awards, recognizing outstanding achievements across Indian cinema. Representing twelve languages and twelve film industries, the academy revealed winners in 25 categories, celebrating excellence among actors, filmmakers, and technicians.

In the Telugu category, Naga Chaitanya won Best Actor for his performance in *Thandel*, while Mirai Super Yodha, produced by People Media Factory, was named Best Telugu Film. Popular filmmaker Anil Ravipudi secured the Best Director award for *Sankranthiki Vasthunnam*.

Among the Hindi winners, Ranveer Singh



took home Best Actor for *Dhurandhar*, while Chhaava, produced by Dinesh Vijan and Maddock Films, won Best Film. Meanwhile, Kannada cinema dominated with *Kantara: A Legend - Chapter 1*, earning multiple honours including Best Actor and Best Director for



Rishab Shetty.

The awards also recognised technical achievements such as cinematography, music, editing, choreography, and production design. Winners were chosen by a distinguished jury comprising experienced members from the Indian



film industry. The inaugural INCA Awards ceremony will be held on April 16 in Mumbai, where leading directors, actors, technicians, and producers from across India are expected to attend. The event is set to become a significant annual platform

celebrating the diversity and creative excellence of Indian cinema. The INCA Awards aim to create a comprehensive national platform celebrating talent across multiple regional industries, reflecting the diversity and creative strength of Indian cinema.

'Sarkar Bai' launched with grand pooja ceremony

THE upcoming Telugu film *Sarkar Bai*, set against a Telangana social backdrop, was formally launched with a grand pooja ceremony at the Secunderabad Ganesh Temple in Hyderabad.

The film features Sriram Nirmala and Sai Keerthana in the lead roles and is being directed by Lara. During the muhurtham ceremony, producer Tummalaprafulla Ram Reddy switched on the camera, while director Lara directed the first shot. Telangana Income Tax officer Dasya Nayak gave the ceremonial clap for the muhurtham scene, and guests extended their best wishes to the film's team.

Speaking at the event, director Lara revealed that the film is inspired by real



incidents from 1985, focusing on issues such as water disputes and caste discrimination. She said the story reflects the struggles and realities of people and aims to highlight socially

relevant themes.

The film also features actors Baahubali Prabhakar, Naga Mahesh, Dil Ramesh, Chalaki Chanti, Chittibabu, Shivani Reddy and Nupur Mukherjee in key roles.

Filmmaker Prem Raj, who attended the event, encouraged audiences to support films rooted in Telangana culture. The makers announced that the remaining cast will be finalized soon and shooting is expected to begin later this month.

'Diamond Decoyit' set for release; special free shows announced for women

THE much-talked-about Telugu family emotional drama *Diamond Decoyit* is gearing up for a grand theatrical release across Andhra Pradesh and Telangana on April 10. Ahead of the release, the film's pre-release event was held at the Telugu Film Chamber of Commerce, where the team shared key details about the project.

One of the major highlights announced by the makers is a special initiative for women audiences. The team revealed that four shows of the film will be screened free of cost for women in theatres across the Telugu states, inviting them to watch the movie in large numbers.

The film features Partha Gopal as the lead actor, who has also produced the project, while Meghana Reddy plays the female lead. Directed by Surya G. Yadav, the movie is described as a family emotional drama filled with strong sentiments and heartfelt moments. The makers believe the film's powerful climax will leave a lasting impact on audiences.



The promotional content has already received encouraging responses. Veteran filmmaker K. Raghavendra Rao appreciated the trailer after watching it, and several film personalities who attended preview screenings reportedly praised the film.

Another notable aspect is that the movie was shot across more than 60 picturesque locations in Kadapa district, offering fresh visuals. With its emotional narrative and family-oriented theme, the team is confident the film will connect with audiences of all age groups.

ARJUN AMBATI'S 'PARAMAPADA SOPANAM' LOCKS APRIL 24 RELEASE DATE

ACTOR Arjun Ambati, who gained recognition with diverse films like *Ardhanari*, *Theppa Samudram*, and *Wedding Diaries*, is gearing up for the release of his latest film *Paramapada Sopanam*. The actor, who also became popular among family audiences through the reality show *Bigg Boss*, is currently playing a key role in Ram Charan's upcoming pan-India film *Peddi*.

In *Paramapada Sopanam*, Arjun Ambati plays the lead role alongside actress Jennifer Emmanuel. The film is presented by Ganaparthi Swetha and produced under the Swayambhu Creations banner by Ganaparthi Narayana Rao and Telaprolu Prasanna Anjaneyulu, with Pulagam Supriya serving as co-producer.

The film is written and directed by Naga Siva, a former assistant director to Puri Jagannadh. He has also handled the story, screenplay, and dialogues, crafting the film as an engaging entertainer aimed at appealing to audiences across dif-



ferent sections. Music for the film is composed by Davzand, who previously gained recognition for his work in the film *Eagle*. As part of the promotions, lyrical songs like "Chinni Chinni Tappulevo" and "Boom Boom," along with the teaser, have received a positive response from audiences.

With post-production work now completed, the makers have officially announced that *Paramapada Sopanam* will hit theatres on April 24. The recently released poster featuring Arjun Ambati in an intense look has also garnered considerable attention online.



Priyanka Mohan captivates with striking photoshoot

ACTRESS Priyanka Mohan made a strong impression in Tamil cinema with her breakout performance in *Doctor* alongside Sivakarthikeyan. The film became a massive success, and Priyanka's charm, natural acting, and confident screen presence quickly won over audiences. With such a powerful debut, many expected the young actress to rapidly rise as one of the leading faces of South Indian cinema.

However, after the success of *Doctor*, Priyanka has been waiting for another major project that can match the scale and impact of her debut. Although she has continued to appear in several films, fans believe she deserves a stronger, more impactful role that can fully showcase her talent and bring her back into the spotlight in a big way.

Despite the wait for a major blockbuster, Priyanka is keeping the spotlight firmly on herself through her growing presence on social media. The actress recently grabbed attention with a striking new photoshoot that quickly went viral online.

In the pictures, Priyanka dazzles in a stylish black embellished spaghetti-strap midi dress paired with a flowing pink organza cape and elegant black heels. Her smoky eye makeup, confident posture, and graceful presence have impressed fans, who flooded the comments section with praise.

The glamorous look has once again reminded audiences of her strong screen appeal and star potential. While fans continue to wait for her next big film announcement, Priyanka Mohan's latest photos prove that she remains a captivating presence both on and off the screen.

Thiruveer, Aishwarya Rajesh's 'Oh..! Sukumari' wraps filming

YOUNG actor Thiruveer and talented actress Aishwarya Rajesh have teamed up for the upcoming village-based entertainer *Oh..! Sukumari*, which has now completed its entire shooting schedule. The film is directed by debutant Bharath Darshan and produced by Maheshwara Reddy Mooli under the Ganga Entertainments banner.

Both Thiruveer and Aishwarya Rajesh are currently riding high on the success of their previous films, and their collaboration has already generated considerable interest among audiences. The film

marks the second project from Ganga Entertainments after the critically acclaimed *Shivam Bhaje*. Earlier released first-look posters received a positive response, raising expectations around the film.

To celebrate the completion of the shoot, the makers shared a special photograph featuring Thiruveer and the entire team, capturing a cheerful moment as they marked the milestone together.

The film boasts a strong technical crew. Cinematographer C.H. Kushender, known for his work in *Razakar* and *Polimera*, is handling the

camera. Music for the film is composed by Bharath Manchiraju, a disciple of legendary composer M. M. Keeravani. Tirumala M. Tirupati of Balagam fame serves as the art director, while Sri Varaprasad is the editor. Costume design is handled by Anu Reddy Akkati, and popular lyricist Poornachari has penned the songs.

The makers have also announced that *Oh..! Sukumari* will release in multiple languages including Telugu, Tamil, Malayalam, Kannada, and Hindi, aiming to reach a wider audience across India.

