



## OTT crisis in Tollywood

### SHRINKING STREAMING DEALS THREATEN BIG-BUDGET FILMS

SUHAS SISTU

For years, online video platforms have taken up a crucial role in the economics of Tollywood, with post-theatrical streaming deals serving as an important source of recovery for producers. But the way in which the streaming market is evolving is now compelling the Telugu film industry to reevaluate its reliance on digital revenues.

It especially has ramifications for medium-budget films, which previously relied

on lucrative OTT deals to offset the costs of production. The notion that streaming agreements could cushion weak box-office performances has also led to the criticism that filmmakers were taking fewer risks with theatrical prospects.

That assumption seems to be proving out. Streaming platforms are becoming more reluctant to spend large amounts of money on acquiring films, and OTT budgets reportedly are being trimmed and deals increasingly tied to a film's theatrical

performance and commercial viability.

For example, Yash's Toxic OTT valuation has reportedly dropped significantly from an initial pre-release offer of Rs150 Cr down to around Rs30 Cr following its underwhelming theatrical run.

The ramifications go beyond mid-range productions. Even big-budget Telugu films are being threatened as producers expect substantially higher digital valuations than what streaming platforms are willing to offer. Such a disparity could leave films

that are mounted on ambitious budgets in financial distress. Speaking on it, '1948 Akhanda Bharat' director Eswar said, "The OTT market is definitely going through a correction. Earlier, filmmakers could factor in a strong digital deal while planning their budgets, but that safety net is becoming smaller. For young directors like us, this is actually a reminder to focus on the script and make films within realistic budgets. A film should first work for the audience in theatres, and OTT should be seen as an

additional revenue stream rather than the foundation of the entire business model."

If the trend persists, theatrical revenue could again become the default priority for producers looking to recoup their investments. It would also compel filmmakers to be more disciplined with their budgets and give more thought to content and theatrical appeal.

For Telugu cinema, the shifting OTT landscape could thus be a major turning point in how films are planned, financed and marketed.



## 'Ranabaali: The History We Forgot' episode highlights untold stories of British India

The second episode of the Ranabaali – Never Forget the Truth documentary series, The History We Forgot, is out on the YouTube platform. Starring Vijay Deverakonda and Rashmika Mandanna, the episode uncovers lesser-known facts about India's history under the British rule.

In the episode, the lead actors discuss the exploitation of India's agriculture produce and take a close look at the railway network laid down during the colonial period. While Vijay Deverakonda talks about the narrative around the introduction of railways in the country, the documentary reveals the other side of the coin. The



actress plays an essential role in the documentary film. Rashmika Mandanna shares her research for the role in Ranabaali and

states that sifting through the annals of history and getting into the events that occurred long ago made her more empathetic to the

struggles of people from long ago.

Ranabaali's four-episode documentary aims to uncover forgotten tales

of the bygone era that are intrinsically linked to the movie's universe. Apart from The History We Forgot, the third episode titled The Men We Forgot will be out on October 2. The release date of the finale, The Last Load, will be announced soon.

The film is directed by Rahul Sankrityan. It stars Vijay Deverakonda and Rashmika Mandanna who share their insights about the country's history via a prism of pertinent questions. The film is produced by Naveen Yerneni and Y. Ravi Shankar under the banner of Mythri Movie Makers, presented by T-Series and will be released worldwide on October 16, on the day of Vijayadashami.

## 'Tatvam' director Arjun Kola promises a thrilling murder mystery

Director Arjun Kola is confident that the suspense and mystery in Tatvam will keep the audience on tenterhooks. The murder mystery stars Dinesh Tej and Dashwika K. jointly produced by Vamsi Seemakurthi and Swetha Pashupate under their Trayathi Ishani Creations and S.K. Productions.

In the run-up to the October 2 release, Arjun Kola unveiled that their initial plan was to make a rural drama centered on a village panchayat. They later added murder, mystery, and courtroom thriller elements as they worked on a story based on a case in a village context.

The director explained the meaning of the title Tatvam,



saying that it stood for the conflict between truth and lies. He observed that the protagonist unravels the truth in the narrative, which exposes a person's true na-

ture, besides delving into the minds of the characters.

Arjun further revealed that they encountered several obstacles during the production. The cast and crew involved in a car crash while promoting the film caused another postponement. However, the team resumed promotional campaigns and set October 2 for the release.

The director also praised Chetan Bharadwaj's background score, which plays a critical role in the second half of the film as the mystery deepens.

Arjun, who gave up a career in software to pursue movies, announced plans to make Dwarapudi Days, a melodrama set in the Godavari region.

## Priyanka Jawalkar grabs attention in sheer pink saree

Priyanka Jawalkar stunned in sheer pink saree. The actress is garnering love for flaunting a pretty traditional look on her social media. Even though she has been seen in cameo roles in many of the web shows that she has been a part of, this picture has definitely got a lot of attention and likes! For the pictures, Priyanka went with a sheer hot-pink saree and paired it with a sleeveless ikat-style blouse that had pretty straps. She was seen posing elegantly in front of a window, where the camera captured the soft lighting on the actress. For styling, the actress kept her looks minimal but still stood out in the pictures. She accessorized with colourful glass bangles in teal, mustard and pink. A touch of makeup, including a minimal black bindi, subtle eye shadow and nude lip balm, completed the beauty's look, while soft and loose wavy hair gave her a pretty finishing touch. The pretty traditional attire along with minimal styling has surely helped Priyanka Jawalkar get a lot of appreciation for her latest photo-shoot.



## Satya, Yogi Babu team up for comedy entertainer 'Golden Bhagyam'

Golden Bhagyam stars Telugu comedian Satya and Tamil comedy star Yogi Babu, in a unique comedy entertainer directed by Rangabali fame Pawan Basamsetti. Recently, the makers unveiled the title reveal glimpse, showcasing the film's special Telugu-Tamil concept. Produced by Nagarjuna Reddy and Pawan Basamsetti under Dream Movie Makers and Nayavayu Chitralu, it is the maiden production venture of both the banners. The film is described as 'Telumil' which combines the Telugu and Tamil language and stars the popu-

lar stars from both the industries.

The glimpse starts with a funny conversation between a Telugu man who enjoyed biryani and a Tamil man having idli with sambar, who claim that their respective cuisine is the best. Later, they argue which one is the best cuisine and eventually the funny introduction of Satya and Yogi Babu in white dress starts. Interestingly, in the video, Satya speaks Tamil while Yogi Babu speaks Telugu. It is said that the film has a love, crime and action track with a comedic take on it. Jayashree and Athiraj play the female leads



while Vennela Kishore, Sudharshan, Kishore Tirumala, Rohini, Tanikella Bharani and Sunil Reddy play pivotal roles. Bablu Aju has been roped in for cinematography while the music has been composed by Pawan CH.

## 'Impure' producer Varahi backs her film with her mother's wedding savings

Impure marks Varahi Mallipamula's debut as a producer, actor and writer, with the film being born from an unusual source of funding - her mother's wedding savings.

Set for a limited Pan-India theatrical release on October 2, the independent film delves into gender, social expectations and the struggles of women. Born in Kakinada and raised in Pennsylvania, Varahi currently splits her time between New York and holds a double major in Engineering and Journalism from Penn State. Despite working in the technology sector in New York, Los Angeles and London,

she continued to pursue filmmaking, penning the first draft of Impure six years ago.

The film follows a woman whose wedding is cancelled after her in-laws discover that she is not a virgin. Varahi said she spent years pitching the women-centric story before deciding to produce it herself. She also starred Telugu actor Yasha Muthuluri in the lead role.

Impure features music by Grammy-nominated artists Raja Kumari and Karan Pandav, with cinematographer Gnana-sekhar VS capturing Telugu locations in an artistic visual approach. Nishanthi Evani makes her directorial debut with the film. The movie premiered at TCL Chinese Theatre in Los Angeles before an



East Coast premiere at Cinema Village in New York.

## 'Chakkora - Lunar Love Bird' clears censor with U/A certificate

Chakkora - Lunar Love Bird, the upcoming romantic musical entertainer, has cleared its censor formalities and bagged a U/A certificate. Written and directed by Manga Srinivas, the film is produced by Dr. Chintada Hemarao under High Joy Commercials and made under the VIP - Vintage Iconic Pictures banner.

The censor board members reportedly appreciated the team for coming up with a youthful family entertainer without any cuts. The film has a crisp runtime of 2 hours, 17 minutes and 58 seconds while its screenplay was appreciated for keeping the narrative engaging. Starring Sravan and

Malaika T Vasupal in the lead roles, Chakkora - Lunar Love Bird has Anushka Luhar, Yamini, LB Sriram, Suman, Brahmaji, Indraj, Mani Chandana, Nellore Sudarshan, Prabhavathi, Madhavi Prasad, Janardhan and others in pivotal roles.

The film is slated to have a worldwide theatrical release on October 9 through Sri Lakshmi Pictures. In the meanwhile, the movie's audio rights have been acquired by T-Series Music.

After the previous promotional material, the censor clearance adds to the anticipation over the film that promises to blend romance, music and family-oriented entertainment.



## 'Anakapalli' interval and climax will surprise audience: Lagadapati Sridhar

The upcoming Telugu film Anakapalli is all set for the worldwide theatrical release on October 2, as the makers assure to present an entertainment-filled drama of love, family, action, and suspense. In this regard, the team of the film interacted with the media and shared glimpses of the film.

Lagadapati Sridhar appreciated the team's hard work and assured that the film has a good commercial value. He revealed



that the film was initially planned to release this August,

but it underwent several improvements after the screening

and the audience's response. He further added that the interval and climax of the film will surely amaze the viewers.

The film, which will hit the screens in October, is produced by Kandregula Naidu and Thrinadha Rao Nakkina, Bhavya Sri Movie Makers, and Nakkina Narratives. It stars Vikram Sahidev, Sandhya Vasishtha, and Tarak Ponnappa in leading roles. Directed by Khagesh Tammineni, Thrinadha Rao Nakkina

has written the script.

Thrinadha Rao Nakkina described the film as a love drama with an intriguing family mystery and emotions. He further praised Vikram's hard work and assured that the film will make the actor famous. He also shared that the film has got good pre-shows bookings.

Producer Kandregula Naidu and Sandhya Vasishtha also shared that they expect the film to be a hit among the audience.