

OTT deals crisis puts big-budget films under financial pressure

SUHAS SISTU

The Indian film industry is facing a new financial challenge as OTT deals, once considered a major source of revenue recovery, have witnessed a significant decline. Streaming platforms are reportedly reducing acquisition budgets, leaving producers of several big-budget films under mounting pressure.

Industry sources indicate that major upcoming projects, including Varanasi, Raaka, and Toxic, are finding it difficult to secure digital deals at their expected valuations. While producers have quoted premium prices for streaming rights, OTT platforms are reportedly offering less than one-third of those amounts, creating a substantial gap between expectations and market realities.

The slowdown has become a major concern because digital rights have played a crucial role in helping producers recover a significant portion of production investments in recent years. With production costs and star remunerations continuing to rise, filmmakers are now relying more heavily on theatrical collections to achieve profitability.

Several Telugu and Hindi films are reportedly yet to finalize their digital agreements due to pricing dis-

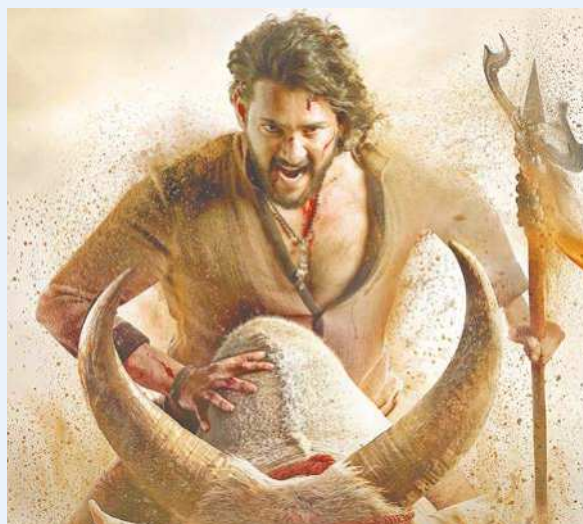
The sharp decline in OTT acquisition prices has created fresh challenges for film producers across India. With digital platforms significantly reducing their spending, several high-profile projects are struggling to close streaming deals, increasing dependence on theatrical performance for financial recovery.



agreements. Even some of the country's most anticipated projects are facing uncertainty in this area. Reports suggest that Shah Rukh Khan's King is yet to conclude its OTT deal, while films such as Vishwambara starring Chiranjeevi and Prabhas' Fauzi are also awaiting digital partners before key release-related decisions can be finalized. Industry insiders claim that many

streaming platforms have informed producers that their annual content acquisition budgets have already been allocated, making fresh negotiations increasingly difficult. This has led to growing anxiety among producers who have invested heavily in large-scale productions.

As the OTT market undergoes a correction phase, filmmakers are being forced to rethink recovery strate-



gies. For now, the success of many big-ticket films may depend largely on their theatrical performance, mark-

ing a significant shift from the OTT-driven business model that dominated the industry in recent years.

'Nagabandham' promises a grand visual spectacle: DOP Soundararajan

With its worldwide release scheduled for July 3, Nagabandham - The Secret Treasure is shaping up to be one of the most ambitious Telugu films of the year. Starring Virat Karni in the lead role and directed by Abhishek Nama, the epic adventure thriller has already created significant buzz through its promotional content. Now, cinematographer S. Soundararajan has shared fascinating insights into the making of the film, revealing the scale, research, and technical efforts that went into bringing the story to life.

According to Soundararajan, the film's biggest highlights are the visually stunning Anantha Padmanabha Swamy temple sequences and a grand climax designed to leave audiences mesmerized. He explained that extensive research was carried out before production began, with the director, art director, and cinematography team visiting several temples, including the famous Anantha Padmanabha Swamy Temple in Thiruvananthapuram, to study intricate architectural and cultural details.

The production team then recreated a fictional temple setting called "Srirangapuram," blending influences from iconic South Indian temples. Massive sets were constructed on a scale rarely seen in Telugu cinema, presenting one of the biggest challenges for the cinematography department. Soundararajan revealed that advanced drone technology and specialized camera equipment were used to capture the enormous sets in immersive single-shot sequences.

The cinematographer also praised director Abhishek Nama's vision, describing him as a filmmaker with exceptional clarity and storytelling ambition. He noted that the makers never compromised on quality, with certain sequences reportedly mounted on a massive budget to achieve the desired grandeur and realism.



Produced by Kishore Annapureddy and Nishita Nagireddy under the Nick Studios banner, Nagabandham also stars Nabha Natesh, Aishwarya Menon, Jagapathi Babu, Mahesh Manjrekar, and Rishabh Sawhney in pivotal roles.

Soundararajan further lauded lead actor Virat Karni's dedication, revealing that he performed demanding scenes in extreme weather conditions and remained committed despite health challenges during filming.

Blending mythology, fiction, adventure, and drama, Nagabandham aims to offer audiences a visually rich and spiritually immersive cinematic experience. With grand visuals, extensive VFX work, and a divine musical backdrop, the film is expected to deliver a unique theatrical spectacle when it arrives in cinemas on July 3.

'Odiyan' marks Dharma Productions' Malayalam debut; Prithviraj in lead

Dharma Productions is expanding its footprint into Malayalam cinema with the announcement of Odiyan - The Age of Illusion, an ambitious folklore horror thriller starring Prithviraj Sukumaran in the lead role. The project marks the first Malayalam production venture for the renowned Bollywood banner and brings together Dharma Productions and Prithviraj Productions for a prestigious collaboration. The film will be directed by acclaimed filmmaker Rahul Sadasivan, who earned widespread praise for his atmospheric horror dramas Bhoothakaalam and Bramayugam. Joining Prith-

viraj in a pivotal role is actress Manju Warrier, further elevating expectations surrounding the project.

The makers unveiled a striking announcement poster that immediately captured attention. Featuring a skeletal figure curled inside an ornate antique mirror, the artwork hints at a dark and mysterious narrative rooted in supernatural themes. The imagery reflects elements of black magic, ancient rituals, and shapeshifting folklore that form the foundation of the story.

Set in the 19th century, Odiyan - The Age of Illusion draws inspiration from Kerala's legendary Odiyan folklore. According to popular myths, Odiyans were feared shapeshifters believed to possess mysti-



cal powers, allowing them to transform into animals and move unseen under the cover of darkness. Known for his unique storytelling style, Rahul Sadasivan is expected to present the folklore through a gripping and immersive horror lens. The film is being produced by Karan Johar, Adar Poonawalla, Apoorva Mehta, and Supriya Menon. Mounted on a grand scale, the project

is planned as a multilingual release in Malayalam, Telugu, Tamil, Kannada, and Hindi, enabling it to reach audiences across India. With a celebrated director, a strong cast, and a fascinating mythological backdrop, Odiyan - The Age of Illusion has already emerged as one of the most anticipated horror films in development.

Production is expected to begin shortly, with the makers targeting a theatrical release next year.

'GUNDE PELIPOTHONDHE' FROM 'SRINIVASA MANGAPURAM' HIGHLIGHTS FRESH ROMANCE

The makers of Srinivasa Mangapuram have unveiled the film's third single, Gunde Pelipothondhe, offering audiences a delightful glimpse into the romantic world crafted by director Ajay Bhupathi. The song, which celebrates the innocence and excitement of first love, has quickly caught the attention of music lovers with its melodious composition and vibrant visuals. Featuring debutant Jaya Krishna Ghattamaneni and actress Rasha Thadani, who is making her Telugu cinema debut, the track showcases the blossoming emotions of a young man enchanted by a girl who changes his world. Set against a picturesque temple backdrop, the song captures youthful affection, admiration, and the magical feeling of falling in love for the first time. Music composer GV Prakash Kumar delivers a soothing and enchanting melody that blends classical



influences with contemporary sounds. Complemented by Oscar-winning lyricist Chandrabose's heartfelt lyrics and Anurag Kulkarni's soulful vocals, the song creates an emotional and memorable listening experience. The elegant

flute passages, rich orchestration, and violin arrangements further elevate its appeal.

Visually, Gunde Pelipothondhe stands out with colorful frames and graceful choreography by Bhanu Master. Jaya Krishna Ghat-

tamaneni impresses with his natural screen presence, while Rasha Thadani brings charm and elegance to the screen. Their refreshing chemistry has emerged as one of the song's major highlights.

Directed by Ajay Bhupathi, who earned acclaim with Mangalavaaram, Srinivasa Mangapuram also features veteran actor Mohan Babu in a powerful antagonist role. Produced by P. Kiran and presented by Ashwini Dutt, the film is generating strong curiosity with each promotional release.

Backed by a talented technical team including cinematographer Jayakrishna ISC, editor Madhav Kumar Gulapati, production designer Sahi Suresh, and action choreographer Real Sathish, the film promises a blend of romance, emotion, and engaging storytelling. The makers are expected to announce the release date soon.



Pooja Hegde showcases fashion-forward style

Actress Pooja Hegde is enjoying a successful phase in her career as her latest Bollywood entertainer Hai Jawani Toh Ishq Hona Hai continues to attract audiences in theatres. The romantic comedy, directed by David Dhawan, features Varun Dhawan, Mrunal Thakur, and Pooja Hegde in lead roles and has been generating positive buzz since its release on June 5. Amid the film's encouraging response, Pooja has also caught the attention of fans with her latest stunning photoshoot. The actress showcased her fashion-forward style in a graceful sage-green corset dress that perfectly blended elegance and contemporary glamour. The outfit featured delicate lace-trimmed layered hems, adding a soft and sophisticated touch to her overall appearance.

The photographs, captured during a night-time shoot, highlight Pooja's effortless charm and confidence. Her flowing jet-black hair, caught dramatically in the breeze, added a striking visual appeal to the images. Sparkling drop earrings and stylish stacked rings completed the look, enhancing the actress's refined fashion statement. Known for her versatility both on-screen and off-screen, Pooja continues to maintain a strong presence in the entertainment industry. Her latest appearance has received appreciation from fans on social media, with many praising her elegant styling and radiant look. With a successful film currently running in theatres and several anticipated ventures in the pipeline, Pooja Hegde appears to be enjoying one of the most promising phases of her career. Her combination of screen presence, fashion appeal, and consistent performances continues to make her one of the most sought-after actresses in Indian cinema.

'Save The Tigers Season 3' premiere creates buzz

The much-anticipated Save The Tigers Season 3 is all set to stream on JioHotstar from June 19, and the excitement surrounding the popular Telugu web series reached new heights with a grand premiere event held at AMB Cinemas in Hyderabad on Monday evening. The star-studded screening witnessed an overwhelming response from celebrities, media representatives, and special guests, turning the evening into a celebration of one of the most successful regional OTT franchises. The red-carpet event featured glamorous appearances, exclusive interactions, and a special screening that left attendees entertained and laughing throughout.

Several prominent personalities from the entertainment industry attended the premiere, including Sundeep Kishan, Kamakshi Bhaskarla, Rag Mayur, VJ Sunny, Kalyan Padala, Chaitanya Rao, Ven-



katesh Kakumanu, Karthik Ratnam, Aditya Mandala, Srinath Maganti, Mukku Avinash, Nirupam, and Kireeti Damaraju. The screening received an enthusiastic response, particularly for the performances of Priyadarshi, Vennela Kishore, Jordaa Sujatha, Krishna Chaitanya, Deviyani Sharma, Abhinav Gomatam, and Pavan Gangureddy. The new season revolves around the lives of three couples while introducing a fantasy element through a divine character portrayed by Vennela Kishore, adding a

fresh dimension to the narrative. Having emerged as one of the most-watched Telugu web series on OTT platforms, Save The Tigers earned widespread popularity through its relatable humor, quirky characters, and family-friendly entertainment. With Season 3 introducing a unique fantasy twist, expectations are soaring among fans eager to witness the next chapter of the beloved franchise.

The countdown has officially begun for what promises to be another entertaining and laughter-filled season.

Is Dhanush quietly preparing son Yatra for a grand debut?

The buzz around star kids entering the film industry never seems to fade, and the latest name creating excitement is Yatra, the son of Tamil superstar Dhanush. While the actor has repeatedly maintained that his son is still young and that there is no immediate plan to launch him, fresh industry gossip suggests that things might be moving faster than expected behind the scenes. According to reports doing the rounds in film circles, Yatra could be gearing up for his acting debut sooner than anyone imagined. Interestingly, the project is said to be backed by Dhanush himself, making it a special launch vehicle for his son. Though there has been no official confirmation, the speculation has gained momentum after reports claimed that pre-production work is already underway.

Adding more fuel to the rumours, sources suggest that filmmaker Rajkumar Periasamy is likely to direct the project, while popular composer GV Prakash could be on board to score the music. There is



also chatter that Yatra has already undergone a look test and that the makers are considering a formal launch event in the near future. What makes the gossip even more believable is Dhanush's recent decision to introduce his nephew Pavish to cinema through Nilavukku Enmel Ennadi Kobam. With the actor already encouraging young talent within his family, many believe Yatra's debut may only be a matter of time.

For now, fans are eagerly waiting for an official announcement. Until then, the question remains—will Yatra be the next star from the Dhanush family to step into the spotlight?