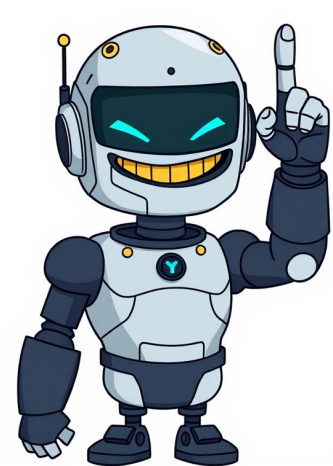


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Arjun Reddy is a mesmerizing journey into the world of , seamlessly blending storytelling, visuals, and emotions to create an unforgettable experience. Directed by and produced by , this film showcases the art of filmmaking at its finest under the banner of . Setting & Cultural Essence Set in the stunning backdrop of , the film brings to life a world filled with intricate details and cultural depth. Told in , it retains authenticity while delivering a universally compelling narrative that resonates with audiences worldwide. Cast & Performances With an ensemble led by casts, every performance is layered with nuance and brilliance. Each character is brought to life with depth, making their journey all the more immersive for the audience. Storytelling & Visual Brilliance From its gripping opening to its emotionally charged climax, Arjun Reddy unfolds like a beautifully woven tapestry of emotion, suspense, and drama. Every frame is a testament to meticulous cinematography, while the soundtrack amplifies the emotional weight of the story. Why You Should Watch This Movie A visual and emotional spectacle for fans of, Arjun Reddy is a must-watch. Masterfully directed by under the esteemed , this film offers a culturally rich experience set in , told in . Final Verdict Whether you're a devoted follower of or just looking for an unforgettable cinematic escape, Arjun Reddy is a movie that will leave you spellbound. With its perfect blend of heart, soul, and technical brilliance, this film is a testament to why storytelling in cinema remains timeless. 30 Days Free Then SGD 4.99 / monthLooking back at college life, a tumultuous tale unfolds about Arjun's unrelenting passion for Preethi Shetty, a Tulu-speaking freshman who would change his trajectory forever. ----- Arjun acquired notoriety in the college following an unfortunate football match that culminated in an altercation with the opposing team. The dean urged him to either apologize or vacate the premises. Arjun chose departure but hesitated as he met Preethi, sparking a romance that defied societal norms. Their bond deepened amidst turmoil. Arjun confronted a former adversary, Amit, who misbehaved towards Preethi. Years passed; their connection strengthened, yet societal pressures and family expectations threatened to tear them apart. A disagreement with Preethi's father, Devdas Shetty, led Arjun to a turning point. A dramatic confrontation ensued, resulting in Preethi's forced marriage to another man. Devastation consumed Arjun as he learned of her circumstances through Shiva. He eventually reconnected with Preethi, discovering she was unmarried and the child's father. The narrative unwinds as Arjun reconciles with his family, sheds self-destructive habits, and ultimately reunites with Preethi, embracing their love amidst a backdrop of personal growth and redemption.The film Arjun Reddy is a love story that drives its plot through the character's journey, with a powerful name that holds a special place in college seniors' conversations. The title was initially thought to be for a factional film but Vanga juxtaposed it with a romantic narrative. Vijay Deverakonda plays Dr. Arjun Reddy Deshmukh, an alcoholic surgeon, while Shalini Pandey portrays Dr. Preethi Shetty, his love interest. The movie's script was developed over two years, and Vanga worked closely with producers to secure funding. The project was a personal investment for the director, Sandeep Vanga, who drew inspiration from his own experiences as a physiotherapy student. Arjun Reddy features several dialects from Guntur and Vijayawada, which were written in a Hyderabad accent. The film's dark tone is balanced by a happy ending, with multiple options for the climax. The initial version was 220 minutes long but was reduced to 186 minutes. Vanga chose Sharwanand for the lead role initially but dropped him when producers deemed it too risky. Instead, Vijay Deverakonda played Arjun Reddy, citing that portraying his character required him to tap into his darker emotions. ===== Pandey's father was uneasy about her signing a film contract; the shoot was delayed by five months. Pandey remained firm in her decision, which strained her relationship with her father.[14] Vanga wanted her to voice over her role, to which she agreed as it would help her own the character fully.[15] Vanga conducted an eight-day acting workshop with Deverakonda and Pandey.[4] Kanchana was cast as Arjun's grandmother in November 2016; Arjun Reddy marked her comeback to Telugu cinema after Shri Datta Darshanam (1985). The producers persuaded her to join the project after a series of lengthy discussions.[16] Rahul Ramakrishna, who worked as a lyricist for Pelli Choopulu, was cast as Arjun's friend Shiva. Ramakrishna's career as a journalist helped him understand several dialects, which positively affected his performance.[17] He described Shiva's friendship with Arjun "loyal and unconditional", giving them the freedom to tease each other at times.[18] Amit Sharma was chosen after a three-hour audition; Vanga felt he had the right attitude and arrogance for the role of Amit. Arjun's nemesis.[19] Bhushan Kalyan played the role of the college dean.[20] Tulu actor Gopinath Bhat was cast as Preethi's father.[9] Sanjay Swaroop, Kamal Kamaraju, Jia Sharma and Priyadarshi Pulikonda were cast in other significant roles.[21] Nagesh Banell was initially the film's director of photography.[22] He was replaced by Raj Thota later, who worked on 85% of the film.[5] Deverakonda recommended him; he did the clash work for Pelli Choopulu whose cinematography was handled by Banell.[b][23][24] Vanga worked on the film's sound design and collaborated with Sachin Hariharan of Sync Cinema.[5] Harshavardhan Rameshwar composed the background score.[25] Shashank Mall edited the film.[26] Principal photography began in Hyderabad on 20 June 2016.[27] Kanchana joined the film's sets on 30 November 2016.[16] The protagonists' college life portions were filmed at three heritage buildings of the university college of Hampanakatta, Mangalore.[28] Other filming locations included Dehradun and Delhi in India and parts of Italy.[6] According to Deverakonda, Vanga chose Mangalore as the film's location, mirroring his student life in Dharwad—and stayed there for ten days to finalise the locations.[29] In an interview, Vanga said, "When you write a script, you think about a particular location. But, it scared me when we got worst of locations for some of the scenes. However, our focus remained on characters. I realised that when content is clear, locations don't matter most of the times." [5] The principal photography was completed in 86 working days.[7] and was made on a budget of ₹5-5.15 crore.[a] Vanga preferred long, uninterrupted takes; the pre-Intermission sequence was seven minutes long. According to Deverakonda, if filmed in conventional style, Vanga would have finished the film in 200 working days.[25] For a few scenes, Thota used a hand-held camera weighing 25 kilograms (55 lb), which affected his hands.[23] The classroom fight scene featuring Deverakonda, Pandey and Sharma was filmed in a single take; Sharma wanted Deverakonda to actually hit him to make the scene look natural. He attributed their theatre experience to their performances.[19] The crew wanted to film the intermission scene, in which Arjun urinates in his pants, authentically but a delay in the shoot led to the insertion of a medical hosepipe in Deverakonda's trousers.[31]Arjun Reddy's Certification Process Questioned by Fans, Board Seeks Answers The film's makers had not submitted promotional material for censoring before its release, leading to a complaint from the board. Asian Cinemas and KFC Entertainments acquired the film's distribution rights for Telangana and Andhra Pradesh. The teaser was released on February 27, 2017, while the trailer came out on August 12, 2017. Days before the release, Congress party member V. Hanumantha Rao tore down posters featuring the lead pair kissing each other from TSRTC buses, stating they were objectionable and could affect young minds. To avoid controversy, the promoters removed similar posters across Telangana and Andhra Pradesh. The film clashed with Indian films Vivegam and A Gentleman upon its worldwide release on August 25, 2017. In Hyderabad, there were 55 paid premieres a day before the release, breaking the record set by Baahubali 2: The Conclusion. Amazon Prime Video acquired the digital rights, making it available online on its 50th day of theatrical release. Star Maa purchased the satellite rights for ₹3.5 crore. The film had its global television premiere on January 21, 2018, but was substantially edited drawing criticism from audiences. In 2024, director Vanga hinted at a possible full version release on the film's 10th anniversary. Arjun Reddy opened to 100% occupancy in some Indian areas and did well at the US box office, earning US\$1,681,996 in 17 days. The film received highly positive reviews from critics, with praise for its storytelling, performances, and emotional impact. =====Arjun Reddy film receives mixed reviews from critics, with some praising its storytelling and performances while others criticize its portrayal of misogyny and toxic masculinity.Arjun Reddy: A Trendsetting Film with a Lasting Impact ===== The film Arjun Reddy, directed by Sandeep Vanga, has left an indelible mark on Indian cinema. Forged in the creative mind of its director, the movie attained a massive following among youth in Telugu cinema for its captivating storytelling, well-defined characters, innovative screenplay, and groundbreaking shotmaking techniques. This landmark film is widely regarded as a game-changer, introducing a new style of filmmaking that has raised the bar for other Indian films. The film's impressive list of accolades includes several notable nominations and wins at prominent award ceremonies. Vijay Deverakonda received widespread recognition for his exceptional acting skills, winning awards such as Best Actor in Telugu at the Zee Cine Awards and Best Male Playback Singer at the 16th Santosham Film Awards. The film's impact extends beyond its critical success, with a cult following developing among fans worldwide. The movie's innovative storytelling and direction have made it a trendsetter in Indian cinema, inspiring a new generation of filmmakers to experiment with bold narratives and visual styles. In addition to its cultural significance, Arjun Reddy has also spawned several adaptations across different languages. The film was remade in Hindi by the director himself as Kabir Singh, released on June 21st, 2019. A Tamil adaptation, Varna, was initially shelved but later re-released with a new title and director, Adithya Varma. The film's success has not only contributed to its own box office revenue but also set a precedent for future adaptations. According to estimates, the production budget for Arjun Reddy was ₹5 crore, which translates to approximately ₹50 crores after accounting for marketing costs. The film's commercial success can be attributed to its well-crafted narrative, memorable characters, and impressive cinematography. Behind-the-scenes, the making of Arjun Reddy involved a unique blend of creative vision and logistical challenges. The director faced pressure from producers to alter his original script but remained committed to his artistic vision, ensuring that the final product would meet his high standards. The film's extended run time was also a subject of debate among critics and fans alike. In conclusion, Arjun Reddy is a landmark film that has left an enduring mark on Indian cinema. Its innovative storytelling, memorable characters, and groundbreaking visuals have made it a trendsetter in the industry. With its impressive list of accolades and cultural significance, this film continues to inspire filmmakers and captivate audiences worldwide.Rearranging the details to better suit my creative expression, this version presents the same information: April 2018 ^ a b Dundoo, Sangeetha Devi (30 August 2017). "Fearless in front of the camera". The Hindu. ^ a b "This Telugu film will have dialogues in Tulu". The Hans India. Indo-Asian News Service. 14 June 2016. ^ Nyayapati, Neeshita (19 August 2017). "Vijay Devarakonda was not the first choice for 'Arjun Reddy', Sharwanand was". The Times of India. ^ Tanmayi, Bhawana (1 October 2017). "When Mahanubhavudu talks about obsessions". Telangana Today. ^ Jonnalagedda, Pranita (17 August 2017). "Director Sandeep Vanga to watch out for!". Deccan Chronicle. ^ K Jha, Subhash (19 December 2017). "Arjun Reddy" exhausted the hell out of me: Vijay Deverakonda interview". The News Minute, Indo Asian News Service. ^ Murali Krishna, CH (30 August 2017). 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Arcived from the original ===== Arjun Reddy Film Controversy Continues Over Three Years Later The controversy surrounding the 2017 Telugu film "Arjun Reddy," starring Vijay Deverakonda, continues to rage on three years after its release. Despite being a massive commercial success and receiving widespread critical acclaim, the film has been embroiled in several controversies, including allegations of plagiarism and promoting drug culture. In one of the most recent incidents, Congress leader A.K. Khan, who tore down posters of the film at an event, called for a ban on "Arjun Reddy" due to its alleged promotion of drugs. The News Minute reported that Khan claimed the film glorified drug use and encouraged young people to indulge in such activities. The Times of India also reported on the controversy surrounding the film's remake, with E4 Entertainment expressing dissatisfaction over Bala's Varna, which was intended to be a remake of "Arjun Reddy." The remake project was reportedly re-shooted with a new team after disagreements with the original crew. On the other hand, the film has also received praise for its portrayal of social issues, including the struggles faced by young people in India. The Indian Express reported that the film's success can be attributed to its well-crafted storyline and strong performances from the cast. The 65th Jo Filmfare Awards (South) ceremony saw "Arjun Reddy" emerge as a winner in several categories, including Best Film, Best Director, and Best Actor for Vijay Deverakonda. The film also won the Sakshi Excellence Award for Most Popular Actress of the Year, which was received by Shalini Pandey. Despite its commercial success and critical acclaim, "Arjun Reddy" has been the subject of controversy due to its portrayal of sensitive topics such as drug culture and relationships. Nevertheless, the film continues to be widely discussed and debated in the Indian cinema industry. The Times of India reported that Vijay Deverakonda expressed his disappointment over the criticism surrounding the film, stating that he loved Parvathy Menon but disliked the fact that people were celebrating at his cost due to the controversy. The film's lead actress, Shalini Pandey, has also faced criticism for her portrayal of a character who is allegedly promoting drug culture. Overall, "Arjun Reddy" continues to be a topic of debate in the Indian cinema industry, with some praising its portrayal of social issues and others criticizing its depiction of sensitive topics such as drug culture and relationships.Arjun Reddy's director Sandeep Reddy Vanga talks about his inspiration for making a film with no commercial appeal but high emotional value. ===== He says Arjun Reddy is not made to cater the audience who watch movies regularly and are very much aware of what they want from a movie, it's a film which can change a person's life if he watches once and also his emotions will be deepened at some point of time in his life.