

Guntur Kaaram (pronounced [ɡuntuːr kaːram]; transl. Spice of Guntur) is an upcoming Indian Telugu-language action masala film written and directed by Trivikram Srinivas, and produced by S. Radha Krishna through Haarika & Hassine Creations. It stars Mahesh Babu, Sreeleela, Meenakshi Chaudhary, Jagapathi Babu, Ramya Krishna, Jayaram, and Prakash Raj.

The film was officially announced in May 2021 under the tentative title *SSMB28*. Principal photography commenced on 12 September 2022 in Annapurna Studios, Hyderabad. The film's score and soundtrack are composed by Thaman S, with cinematography handled by Manoj Paramahamsa and editing handled by Naveen Nooli.

Guntur Kaaram is scheduled to be released in theatres worldwide on 12 January 2024, coinciding with *Sankranti*.

Cast

- Mahesh Babu
- Sreeleela
- Meenakshi Chaudhary
- Jagapathi Babu
- Ramya Krishna
- Jayaram
- Prakash Raj
- Sunil
- Brahmanandam
- Mahesh Achanta
- Raghu Babu

Production

Development

On 1 May 2021, the project was officially announced under the tentative title *SSMB28*. The film was initially promoted as an action thriller. However, after the completion of the first schedule, reports surfaced about conflicts among crew members and the cast. Subsequently, the production of the film was paused, and the script was reworked. After several months of delay, Trivikram presented a new modified script that transformed the film into a

Guntur Kaaram



Promotional poster

Directed by	 Trivikram Srinivas
Written by	 Trivikram Srinivas
Produced by	 S. Radha Krishna
Starring	 Mahesh Babu Sreeleela Meenakshi Chaudhary Jagapathi Babu Ramya Krishna
Cinematography	 Manoj Paramahamsa P. S. Vinod
Edited by	 Naveen Nooli
Music by	 Thaman S
Production company	 Haarika & Hassine Creations
Release date	12 January 2024

family entertainer, departing from the original narrative as an action thriller. The sequences filmed during the first schedule were intended to be discarded. The shooting recommenced with action sequences as per the modifications done to the script.^{[2][3]} The project is produced by S. Radha Krishna of Haarika & Hassine Creations. The film's official title was revealed as *Guntur Kaaram* on 31 May 2023.

Country	India
Language	Telugu
Budget	₹200 crore ^[1]

A muhurtam pooja ceremony was held on 3 February 2022 at Ramanaidu Studios in Hyderabad with the film's cast and crew, including Pooja Hegde, producer S. Radha Krishna, music composer Thaman S, cinematographer P. S. Vinod, editor Naveen Nooli, production designer A. S. Prakash, and stunt choreography duo Ram Lakshman.^[4]

Casting

In August 2021, Pooja Hegde was reported to be the lead actress, marking her second collaboration with Mahesh Babu, after *Maharshi* (2019) and third collaboration with Trivikram, after *Aravinda Sametha Veera Raghava* and *Ala Vaikunthapurramuloo*.^[5] Samyuktha Menon was reported to play the second female lead,^[6] before finalizing Sreeleela.^[7]

In February 2023, Ramya Krishna is selected to play a key role in the film.^[8] In March, Prakash Raj joined the cast to play Mahesh Babu's grandfather in the film.^[9] Later Jayaram joined the cast.^[10] In April, Jagapathi Babu was reported to play "a very endearing yet scary" character.^[11]



Cast and crew at *muhurtam pooja* ceremony.

In June 2023, however, Hegde opted out of the film, owing to conflicting dates in her schedule. She was subsequently replaced by Meenakshi Chaudhary, who would star in the supporting role that was previously meant to be portrayed by Sreeleela. Sreeleela would, instead, star in Hegde's lead role.^[12]

Filming

Principal photography commenced on 12 September 2022 with an action sequence in Annapurna Studios, Hyderabad.^[13] The first schedule, involving high-octane stunts choreographed by Anbariv duo,^[14] was later completed in the same month.^[15] However it was later confirmed by the producers that the fight was scrapped.^[16] The second schedule was planned to commence after Dussehra festivities in Ramoji Film City with Hegde joining the sets.^[13] The shooting was then halted with Trivikram making modifications to the script and converted the action thriller film into a "family entertainer".^[14]

The second schedule started on 18 January 2023 in Sarathi Studios, Hyderabad.^[17] Hegde joined the sets with filming taking place in Hyderabad.^[18] In February, team constructed a house set spending ₹10 crore at Shankarpalli, Telangana in Hyderabad.^[19] In March, Jayaram joined the sets.^[20] The second schedule was wrapped on 6 April.^[21] After shooting more than 50% of the film, the cinematographer of the film, P. S. Vinod, left, owing to creative differences. Following this development, Manoj Paramahansa was announced as his replacement for the film. The third schedule began on 24 June.^[22]

Music

Thaman S. composed the soundtrack album and background score for the film, in his fifth collaboration with Babu after Dookudu (2011), Businessman (2012), Aagadu (2014), and Sarkaru Vaari Paata (2022); third collaboration with Trivikram after Aravinda Sametha Veera Raghava (2018) and Ala Vaikunthapurramuloo (2020).^[23] Thaman started the work on the film's music in June 2022.^[24] The first single "Dum Masala" was released on 7 November 2023.^[25]

No.	Title	Lyrics	Singer(s)	Length
1.	"Dum Masala"	<u>Ramajogayya Sastry</u>	<u>Sanjith Hegde</u> , <u>Jyoti Nooran</u>	3:27
Total length:				3:27

Marketing

On 31 May 2023, first glimpse was released, on the occasion of Babu's father Krishna's 80th birth anniversary, which was attached with Mosagallaku Mosagadu 4K re-release in theatres.^[26]

Release

Theatrical

Guntur Kaaram is scheduled to release worldwide on 12 January 2024. Originally intended for a theatrical release on 28 April 2023, the film's launch was first deferred to 11 August 2023, and then to 13 January 2024, to coinciding with Sankranti. Eventually, the release date was advanced to 12 January 2024.

Home media

The digital distribution rights were acquired by Netflix.^[27]

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