

FEBRUARY 2025

# TAKE 25

THE SOUTHERN WAVE



**TOXIC MASCULINITY  
IN INDIAN CINEMA**

**SOUTH CINEMA'S  
GLOBAL RISE**

**20 YEARS OF  
ALLU ARJUN**

**It's ok, NESCAFÉ  
can solve your everyday's conflicts.**



We know that everyday's choices of teens  
are changed, So Nescafe has solved this pro-  
blem to satisfy their ups and downs

**NESCAFÉ**

# TAKE 25

**FEBRUARY 2025**

**THE SOUTHERN  
WAVE EDITION**

**Publisher: Take 25 Media House**

**Editor-in-chief: Komirishetty Ananya Lakshmi**

**Design & Layout: Komirishetty Ananya Lakshmi  
and design team**

**Contact: [info@Take25.com](mailto:info@Take25.com) | [www.Take25.com](http://www.Take25.com)**

**Published By: Take 25, Hyderabad, India**

## **Disclaimer**

This magazine is meant purely for academic purposes as required by the curriculum at Unitedworld Institute of Design. All credits and sources have been duly given unless otherwise stated. No commercial interest or gain is intended from the print publication



# TABLE OF CONTENTS:

**01** THE SOUTHERN WAVE

**02** FUTURE OF FANDOM

**04** TOXIC MASCULINITY IN  
INDIAN CINEMA

**05** THE ART OF PERFECTION

**08** IN THE SPOTLIGHT

**10** 20 YEARS OF  
ALLU ARJUN

**14** SOUTH CINEMA'S  
GLOBAL RISE



# THE SOUTHERN WAVE: A Cinematic Revolution

-Komirishetty Ananya Lakshmi

Cinema is not just entertainment in South India—it's an emotion, a tradition, and an identity. From the grandeur of Tollywood to the artistic brilliance of Kollywood, Mollywood, and Sandalwood, South Indian cinema has evolved into a global force. With blockbuster hits like RRR, Jailer, and KGF, the South has redefined Indian cinema on the world stage.

Directors like S.S. Rajamouli, Lokesh Kanagaraj, and Prashanth Neel have proven that storytelling knows no boundaries. Meanwhile, actors like Allu Arjun, Vijay, Yash, and Dulquer Salmaan continue to mesmerize audiences with their versatility. But it's not just about superstars.

The rise of experimental storytelling, strong female leads, and new-age cinema has transformed the industry.

Films like The Great Indian Kitchen and Kantara prove that rooted, culturally rich stories can resonate universally. As we celebrate this golden era, this magazine aims to be you ma—bringing you exclusive insights, deep dives into the industry, and a celebration of the art that defines us.

**Welcome to the cinematic revolution.**



**WELCOME  
TO TAKE 25**

# RISE TO STARDOM

-Jijo Alex & Saradha Natarajan



**The South Indian film industry has long been a breeding ground for some of India's most iconic stars. From the legendary Rajinikanth and Kamal Haasan to modern-day superstars like Allu Arjun and Vijay Deverakonda, the industry continues to evolve, introducing fresh and promising talent every year. As we step into 2025, a new wave of actors and actresses is capturing the audience's imagination with their performances, charm, and versatility.**



### **Roshan Meka (Tollywood)**

Following in the footsteps of his father, Srikanth, Roshan Meka is steadily making a name for himself in Telugu cinema. His performances in romantic dramas and youthful entertainers have earned him attention, and with a slew of upcoming projects, he is poised to become a household name. His ability to balance charm and intensity in his roles makes him a promising talent for both commercial and content-driven films.

### **Krithi Shetty (Tollywood & Kollywood)**

Krithi Shetty took the Telugu industry by storm with her debut in Uppena and has since worked with top stars. With her innocent charm and strong screen presence, she has now expanded to Tamil cinema as well, proving her versatility across industries. She has now expanded to Tamil cinema, where she has been paired with leading actors, proving her versatility across industries with her natural acting skills.

### **Sangeetha Sringeri (Sandalwood)**

A fresh talent in Kannada cinema, Sangeetha Sringeri has been delivering impressive performances across genres. Her ability to emote naturally and her striking screen presence make her a promising actress to watch. With several interesting projects lined up, she is expected to become one of the most recognizable faces in Sandalwood.

### **Arjun Das (Kollywood & Tollywood)**

Known for his deep baritone voice and intense performances, Arjun Das has carved a niche for himself in Tamil cinema. After his breakout role in Kaithi, he has been making calculated choices, ensuring a steady rise to stardom. With an ability to play both antagonists and complex protagonists, Arjun Das is slowly expanding his presence in Telugu cinema as well, making him a rising star across industries.

# **TOXIC MASCULINITY IN INDIAN CINEMA: A DANGEROUS INFLUENCE**

Indian cinema has long struggled with its portrayal of masculinity, often reinforcing harmful stereotypes. Films like Dilwale Dulhania Le Jayenge and Raanjhanaa have romanticized harassment, while Darr blurred the lines between obsession and love, making audiences sympathize with a dangerous stalker. More recently, movies like Kabir Singh and Animal have glorified toxic male behavior, portraying aggression and dominance.

## **The Real-World Impact**

The influence of such films extends beyond entertainment. When audiences repeatedly see male leads embodying violence and control, these traits become

normalized in society. Many viewers, consciously or unconsciously, begin to accept these behaviors as part of real-life relationships.

## **A Shift in Audience Preference?**

Despite the growing discourse around women's empowerment, films celebrating strong female characters—like Mardaani, Neerja, and English Vinglish—often struggle to attract the same level of mass attention as those glorifying problematic masculinity. This highlights a concerning trend: mainstream audiences continue to prefer narratives that reinforce outdated gender norms rather than challenge them.

**-Ayat Adil**



# THE ART OF PERFECTION

## SS Rajamouli's Journey into The Film Industry

-Anushka Joshi

SS Rajamouli, the visionary filmmaker behind RRR, has taken Indian cinema to global heights, winning a Golden Globe and two Critics Choice Awards. While Indian audiences have long admired his work in Magadheera, Eega, and Baahubali, the West is now recognizing his brilliance.

Filmmaking legend James Cameron even watched RRR twice and analyzed it with Rajamouli at the Critics Choice Awards. Known for his relentless pursuit of perfection, Rajamouli has often said he strives for it, even though true perfection is unattainable.

His attention to detail was evident in RRR, where he wasn't satisfied with certain scenes even after wrapping up the film. He called back lead actors Jr NTR and Ram Charan for reshoots to bring his vision to life exactly as he imagined. Jr NTR, who played Komaram Bheem, revealed at a special screening that Rajamouli demanded not just 100% but 110%. The now-iconic song Naatu Naatu took 12 grueling days to shoot, with Rajamouli meticulously ensuring perfect synchronization between

the actors' movements. At the time, the intense precision seemed excessive, but the song's historic Golden Globe win proves Rajamouli's instincts were right. Beyond filmmaking, his commitment to excellence serves as a lesson for all industries. In a world that often prioritizes speed over quality, Rajamouli's dedication reminds us that true success lies in perseverance, vision, and the relentless pursuit of mastery.







/// As a person, I am someone who wants to give my the best in every take. I wouldn't say it was easy for me to get into the industry because I come from a background where no one has been in films. but I do believe if you work hard, you will get noticed.

||

# IN THE *Spotlight*

-Ayat Adil

Dulquer Salmaan never expected the immense love he has received from Telugu audiences. From Mahanati to Sita Ramam, the Malayalam star has left a lasting impact, and now, with Lucky Baskhar, he is set to captivate once again. In Lucky Baskhar, directed by Venky Atluri, Dulquer plays a middle-class man in 1980s Bombay who turns to banking fraud to

support his family. What drew him to the film was its realistic portrayal of financial struggles. "A large percentage of India has a fixed income but faces unpredictable expenses," he says. Inspired by Scam 1992 and The Big Short, the film balances entertainment with a gripping human drama.

Dulquer's love for period films is evident, whether it's Mahanati, Sita Ramam, Kurup, or his upcoming Kaantha. He believes period settings offer greater scope for drama. "A story like Sita Ramam wouldn't work in today's world of smartphones," he explains. His attention to detail extends to fashion, designer

Archana Rao to authentically reflect each era. Despite his growing pan-Indian stardom, Dulquer remains grounded.

He treasures fan letters, especially those addressing him as Ram from Sita Ramam. "As long as I can do good work and not disappoint people, I am happy," he says. With Lucky Baskhar, two upcoming Telugu films, and Kaantha, Dulquer continues to embrace diverse stories across languages. His journey is a testament to the magic of Indian cinema, where talent transcends boundaries. Dulquer's approach to cinema goes beyond just acting—he immerses himself in every aspect of his films, from script selection to character development.





# 20 YEARS OF

Allu Arjun, fondly known as the "Stylish Star" and now the "Icon Star," has redefined success in Telugu cinema over the past two decades. With his unique style, effortless screen presence, and extraordinary dancing skills, he has emerged as one of the most beloved and influential actors in the industry. His journey from a young debutant in 2003 to a pan-India sensation is a testament to his unwavering dedication and passion.

## **Early Life & Entry into Films**

Born on April 8, 1983, into the prestigious Allu family, cinema was in his blood. His father, Allu Aravind, a renowned producer, and his grandfather, Allu Ramalingaiah, a legendary comedian, ensured that films were a part of his upbringing. However, despite his legacy, Allu Arjun was determined to carve his own path in the industry. His acting debut came in 2003 with *Gangotri*, directed by K. Raghavendra Rao. While the film performed decently, it didn't establish him as a major star. His appearance and acting skills faced criticism, but rather than getting discouraged, Arjun worked relentlessly to improve craft.

**// From a young dreamer struggling to make his mark to a pan-India superstar, Allu Arjun's journey is a testament to passion, resilience, and evolution. With each film, he has redefined Telugu cinema's boundaries, inspiring a new generation of actors. As he steps into the next phase of his career, one thing is certain—Allu Arjun isn't just a star; he's a movement //**



# ALLU ARJUN

## The Breakthrough: Arya & Rise to Stardom

In 2004, he found his breakthrough role in Arya, directed by Sukumar. Playing a selfless lover with a mischievous streak, Arjun won hearts across Telugu-speaking audiences. The film's massive success not only cemented his place in the industry but also won him his first Filmfare Award for Best Actor – Telugu. His chemistry with the audience was instant, and his career took off. Following Arya, he continued his winning streak with Bunny (2005), Desamuduru (2007), and Parugu (2008). Each of these films showcased his versatility, proving that he wasn't just another commercial hero but an actor capable of delivering performances across genres.

## The Evolution of a Superstar

Over the years, Allu Arjun reinvented himself with every film. His style, dialogue delivery, and dance performances became a phenomenon among youth. Movies like Arya 2 (2009), Vedam (2010), Julayi (2012), and Race Gurram (2014) showcased his ability to balance mass appeal with meaningful storytelling. His career-defining performances in Sarrainodu (2016) and Ala Vaikunthapurramuloo (2020) turned him into one of Tollywood's biggest superstars, earning both critical acclaim and record-breaking box office collections. Pushpa & Becoming a Pan-India Star If there was ever a film that redefined Allu Arjun's career, it was Pushpa: The Rise (2021). Directed by Sukumar, this gritty action-thriller transformed him from a regional superstar into a national icon.



## An Icon Beyond Cinema

Beyond films, Allu Arjun's impact extends to fashion, social media, and philanthropy. Known for his trendsetting looks and unique style, he has inspired countless fans with his fashion choices. His massive social media following (millions across Instagram and Twitter) proves his connection with fans beyond the silver screen. Additionally, he has been involved in charitable work, including education initiatives and disaster relief efforts, solidifying his reputation as a responsible and compassionate celebrity.

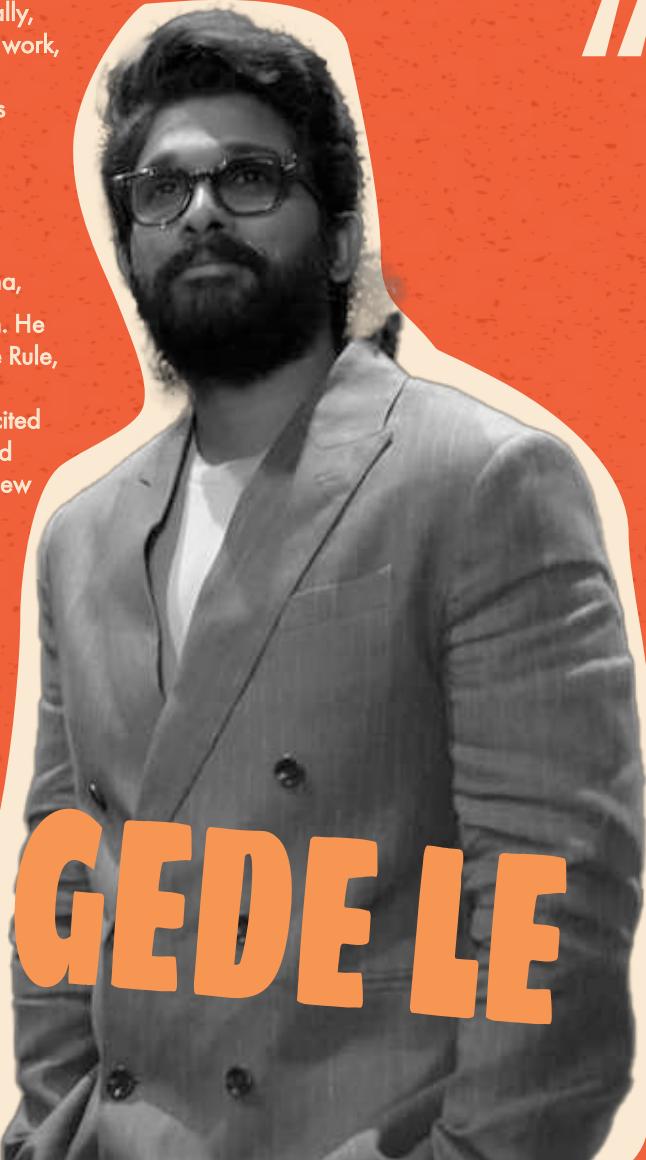
## The Road Ahead: What's Next?

As he celebrates 20 years in cinema, Allu Arjun is far from slowing down. He is currently working on *Pushpa: The Rule*, the highly anticipated sequel to *Pushpa: The Rise*. Fans are also excited for his upcoming projects *AA21* and *Icon*, which promise to showcase new shades of his acting brilliance.

//

Allu Arjun's rise to superstardom is a blend of talent, perseverance, and an unmatched connection with his audience. From stylish performances to unforgettable characters, he has crafted a legacy that goes beyond borders.

//



#THA GEDE LE

# THE SHOE WORKS IF YOU DO.



The Nike Sweet Classic High is comfortable while still remaining in style. With great quality and a wide variety of colour options, these sneakers are perfect for casual use. Stay fly, stay fresh and get yourself a pair.

**JUST DO IT.**



nike.com

# SOUTH CINEMA

## Outshining Bollywood in Box Office & Popularity

-Anushka Joshi

In recent years, South Indian cinema has emerged as a dominant force in Indian entertainment, surpassing Bollywood in both popularity and box office earnings. Blockbusters like KGF, RRR, Ponniyin Selvan, and Kantara have proven that South films are no longer just regional hits but pan-Indian and global sensations. The 70th National Film Awards further reinforced this shift, with 20 South Indian films winning awards across various categories, compared to Bollywood's six.

### What's Driving This Success?

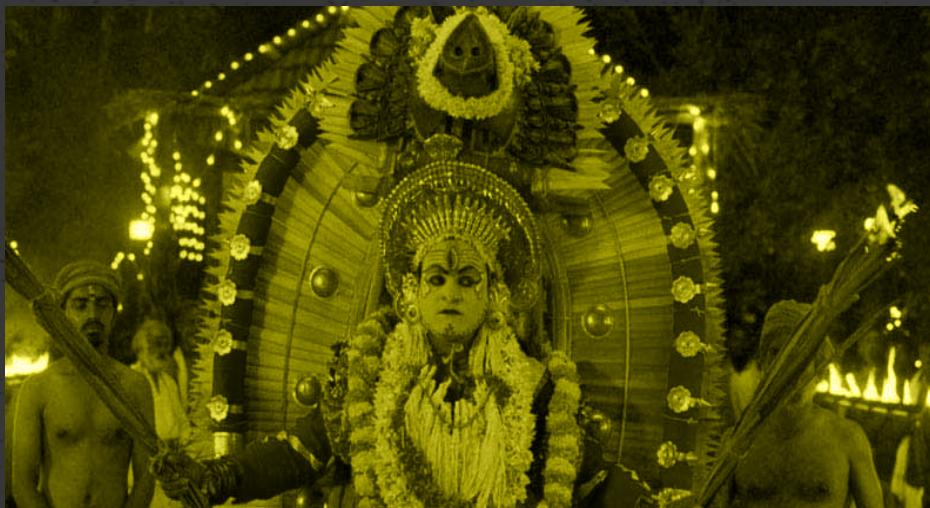
Several factors contribute to South cinema's dominance:

**Diverse Storytelling** – Unlike Bollywood's formulaic content, South films explore a wide range of genres, from mythological epics (Baahubali) to rooted dramas (Kantara).

**Cultural Authenticity** – Films stay true to regional traditions while presenting them in a universally relatable manner.

**Pan-India Reach** – Dubbed releases and multi-language productions have expanded the audience beyond their native states.

**High Production Quality** – Advanced visual effects (Kalki 2898 AD) and meticulous filmmaking set new standards.



# 'S GLOBAL RISE



## The Power of the National Film Awards

The dominance of South films at the 70th National Film Awards was evident with Aattam (Malayalam) winning Best Feature Film. Malayalam cinema, known for its rooted yet globally relevant narratives, has impressed audiences worldwide. Director Sudhir Mishra praised its storytelling, stating, "Malayalam cinema keeps a window open to the world, engaging through universal themes." Kannada cinema has also gained attention, with Kantara earning widespread acclaim. Bollywood actor Hrithik Roshan called it a "transformative cinematic experience," praising Rishab Shetty's conviction.

## The Role of Marketing & Promotions

According to trade analyst Vipin Kumar, promotions play a crucial role in a film's success. He explains that effective marketing strategies involve three stages: announcement, pre-release buzz, and post-release engagement. Films like RRR and KGF thrived on aggressive promotions, but others, like Maharaja,

succeeded despite minimal marketing, proving that content remains king. South Cinema's Box Office Domination Tamil, Telugu, Malayalam, and Kannada films have shattered box office records globally. Baahubali 2, KGF: Chapter 2, and RRR rank among India's highest-grossing films, with international markets contributing significantly. Trade expert Taran Adarsh highlights how Telugu films dominate the US market due to the large diaspora and strong fan culture. Actor Nani adds, "Telugu audiences in the US are crazy about cinema. The first-day-first-show excitement is unmatched."

// **One thing is clear – the era of South Indian cinema is here, and it's here to stay! //**





YOUR FOOD STINKS.

Secondhand smoke is ruining the experience for some of your guests. That's costing you money. Learn more at ShareAir.org.

**shareair**  
We all have the right to breathe clean air.