

= Naayak =

Naayak (English : Leader) is a 2013 Indian Telugu @-@ language masala film written by Akula Siva and directed by V. V. Vinayak . The film was jointly produced by DVV Danayya and S. Radhakrishna under the banner Universal Media . The film features Ram Charan , Kajal Aggarwal and Amala Paul in the lead roles . S. Thaman composed the film 's soundtrack and background score . Chota K. Naidu undertook the cinematography and Gautham Raju was the film 's editor .

The film features Ram Charan in dual roles : Cherry , a software engineer in Hyderabad , and Siddharth Naayak , an inspiring young leader in Kolkata fighting against an evil politician named Rawat . The film revolves around Cherry assisting Siddharth in the triumph of good over evil after their paths cross .

Production began on 9 November 2011 , and principal photography began on 7 February 2012 . The film was extensively shot in Hyderabad and Kolkata , while a couple of the songs were shot in Dubai , Iceland , and Slovenia , making Naayak the first Indian film to be shot in Slovenia . Filming ended on 29 December 2012 .

Released during the season of the Makar Sankranti festival on 9 January 2013 , on 1600 screens worldwide , the film received generally positive reviews from critics and was commercially successful . The film was dubbed into Tamil and Malayalam with the same title . The film was loosely remade into Bengali as Hero : The Superstar in 2014 . It was also dubbed in Hindi under the title Double Attack by Goldmines Telefilms in the same year .

= = Plot = =

Siddharth Naayak kills Central Minister Rawat 's brother , Taxi Seth , and his henchmen to save three men . Rawat orders a CBI Officer to catch the criminal so that he may be executed . In CgTrix , Hyderabad there works a software engineer , Cherry , who is a dead ringer for Siddharth . Cherry 's uncle Jilebi , the CEO of CgTrix , unexpectedly runs into trouble , angering the local Don , Babji . Cherry saves Jilebi from Babji by manipulation , but in the process becomes romantically interested in Babji 's sister , Madhu . After Cherry saves several children from a mafia don , Madhu reciprocates his love . This angers Babji and he goes to kill Cherry , but is shocked when he sees what he thinks is Cherry assassinating the DGP of West Bengal . The CBI Officer also misunderstands , believing that Cherry is responsible for the two murders , although Siddharth is the real murderer . With Jilebi , the CBI Officer goes to Kumbh Mela at Varanasi in pursuit of Cherry . As Rawat is offering holy rituals , the CBI Officer catches Cherry and holds him , however Siddharth rises from the Ganges and stabs Rawat with a trident , after which he fights with all of Rawat 's guards . As he is about to kill Rawat , the CBI Officer attacks him with a taser and arrests him , thereby exonerating Cherry .

Cherry comes to know the story of his look ? alike . Siddharth visits his sister 's house in Kolkata to pursue higher education . He shares a strong bond of love and affection with his sister , her husband , and his sister @-@ in @-@ law Nandini . Siddharth and Nandini are about to be married . Meanwhile , his brother @-@ in @-@ law , who is a doctor , attends a case of a minor who was injected with steroids by Rawat 's second Brother Badvel , and then forced into prostitution . When he complains to the police , he is unaware that the police officer is friends with Badvel , and is betrayed to Badvel , who kills him to keep him quiet . Siddharth is unable to bear this and kills Badvel , becoming a public sensation overnight .

Shortly after , Siddharth seizes all of Rawat 's property and distributes it to the public . Rawat kills the Minister , and puts the blame on Siddharth , who he stabs and throws into the Ganges . Rawat becomes the Minister within a week , while Siddharth survives , planning to kill Rawat . Cherry , after reading about his story , decides to help him . He , along with Jilebi , goes to the CBI Jail where Siddharth is in custody . He introduces himself , and hatches a plan to get Siddharth exonerated . In court , since Siddharth admits that he committed the crime , the Judge orders that he be put to death .

Cherry enters the court , stating that he is Siddharth Naayak and the one standing there is his fan .

Siddharth tells exactly the same story , which causes some confusion . The Judge orders the CBI to find out the real identities of the two persons within ten days . During that time , Siddharth manages to bring Madhu and her family , including Babji and his paternal uncle , to Kolkata , uniting Cherry and Madhu . The next day , Rawat makes a call to Siddharth to come to his place to save the kidnapped school children .

But Cherry eavesdrops on the conversation , and goes to Rawat 's place ahead of Siddharth , where he is severely attacked by Rawat . Siddharth reaches the place after watching a MMS sent by Rawat , saves Cherry and the two kill Rawat . The case is dismissed due to lack of evidence , and Siddharth is freed . In the end , both Siddharth and Cherry unite with their respective lovers .

= = Cast = =

Ram Charan as Charan (Cherry) / Siddharth Naayak .

Kajal Aggarwal as Madhu .

Amala Paul as Nandini .

Pradeep Rawat as Rawat .

Brahmanandam as Jilebi .

Rahul Dev as Babji .

Jaya Prakash Reddy as Babji 's paternal uncle .

Ashish Vidyarthi as the CBI officer , who is appointed to find the culprit in the murder case of Rawat 's brother , Taxi Seth .

Posani Krishna Murali as Shukla Bhai .

Cameo Appearances

Dev Gill as Badvel , Rawat 's younger brother .

Surekha Vani as Siddharth 's sister .

Rajiv Kanakala as Siddharth 's brother @-@ in @-@ law .

M. S. Narayana as drunkard CBI officer .

Raghu Babu as Babji 's henchman .

Ajaz Khan as Taxi Seth , Rawat 's first brother .

Vineet Kumar as Dassu , a mafia don in Hyderabad .

Venu Madhav as Nandini 's friend .

Tanikella Bharani as judge .

Satyam Rajesh as Dassu 's henchman .

Sudha as Cherry 's mother .

Charmee Kaur in a special appearance in the item number Nellorae .

= = Production = =

= = = Development = = =

At the end of April 2011 , V. V. Vinayak held story discussions for his next film , featuring Ram Charan as the protagonist and written by Akula Siva . By then , Vinayak was busy in giving final touches to his film Badrinath (2011) , and Ram Charan was participating in the shooting of Racha (2012) , directed by Sampath Nandi . After completing all of the promotional activities for Badrinath , Vinayak and Siva started working on the film 's script in early July 2011 . DVV Danayya was confirmed to produce the film under the banner Universal Media , and pre @-@ production on the film was expected to be launched in August , followed by filming starting in September 2011 . The film 's script was approved by Ram Charan 's father , and it was announced that actor Chiranjeevi would be part of the cast ; Kona Venkat was brought in to assist with the film 's screenplay . The project was confirmed in late October 2011 . The film was officially launched on 9 November 2011 , at Annapurna Studios in Hyderabad .

S. Thaman was announced as the music director , marking his first collaboration with both Vinayak

and Charan ; Chota K. Naidu and Gautham Raju were announced as the film 's cinematographer and editor , respectively . The film 's title was announced as Naayak , with the caption " The Leader " , on 13 August 2012 . Weeks before the film 's release , a few Girijan students protested that the term " Naayak " referred to a certain tribal group , and they demanded a change of the title . While censoring the film , the Central Board of Film Certification looked into the group 's objection about the title . They found that there was no derogatory reference to either the name Naayak or the caste of tribes , either visually or in the audio part of the film , and cleared the use of the title .

= = = Casting = = =

Kajal Aggarwal was considered for one of the two female leads in the film in early October 2011 , later signing on to the film , which marked her second collaboration with Ram Charan after Magadheera (2009) . Ram Charan confirmed that he would be seen in a dual role in the film . Hansika Motwani was rumoured as the second female lead , however this was denied by Danayya , who added that she was never considered for that role , and Kajal was the only actress who had been signed up until that point . In late February 2012 , Amala Paul was selected as the second female lead , which she confirmed to Sify saying " Mynaa meets Magadheera " .

It was reported that Shruti Haasan would perform an item number in the film , which she later denied . Chiranjeevi and N. T. Rama Rao Jr. were rumoured to make cameo appearance in the film . Charmee Kaur confirmed in late December 2012 that she would perform an item number along with Ram Charan . Posani Krishna Murali and Jaya Prakash Reddy were seen in comic roles .

= = = Filming = = =

Principal photography began on 7 February 2012 . By April 2012 , the film was shot at various locales in Hyderabad . A few action sequences were shot at night , for which Ram Charan trained for several days ; he performed several of the stunt sequences himself without using a body double . Filming was suspended for almost three weeks when Ram Charan was injured during filming Racha (2012) . Vinayak intended to complete shooting Ram Charan 's solo portions and then start the schedule with Kajal ; Ram Charan and Amala Paul would take part in the final part of the planned schedule .

The next portion of the schedule started in Dubai , where a song , " Laila O Laila " , with Ram Charan and Kajal was shot . Ram Charan later said " It was a week before my wedding and I had just returned from my bachelor 's party . I landed directly in Dubai to shoot the song . I had to wear shades to hide the fatigue " and added " I was told that I wouldn 't need much rehearsals , but was zapped when I saw the choreographer take me through the routine . I was like ' can we please slow the beat or something ? ' I couldn 't settle for anything less than the best and went ahead and completed the song in seven days . " After its completion , some key scenes and songs were shot in Europe involving the three leads .

Subsequent to the marriage ceremony , Ram Charan resumed his work on Naayak in late June 2012 , after shooting for a Tata DoCoMo commercial . The song " Subhalekha Raasukunna " was shot in Iceland on 22 August 2012 . It was originally planned to be shot using Ram Charan and Kajal , but it was filmed using Amala Paul instead , as Kajal had a scheduling conflict . After the completion of that song , two more songs were shot using Ram Charan and Kajal . After returning from Iceland , filming continued in the Old City in Hyderabad . On 7 October 2012 , scenes featuring Ram Charan and Amala Paul were shot at the Cineplanet Multiplex near Kompally .

The next part of the schedule started in Kolkata from 12 October 2012 . Some action episodes involving Ram Charan , Dev Gill , and others , and a few continuity scenes were shot . An entire day was spent shooting a few action episodes with Ram Charan at Chhotelal Ghat near the Mullickghat flower market , since Vinayak insisted on perfection . This portion of the schedule ended on 22 October 2012 . The team returned to Hyderabad and filming continued in a set erected at Sarathi Studios . By mid November 2012 , a majority of the filming was complete , with final completion expected in December 2012 .

The last portion of the schedule began on 4 December 2012 , during which the remaining climax action episodes scenes and a song were planned to be shot until 18 December 2012 . Amala Paul joined the filming of the climax on 7 December 2012 , after returning from the sets of *Thalaivaa* (2013) . The song " *Nellorae* " was shot using Ram Charan and Charmee at Ramoji Film City on 24 December 2012 , and after its completion , filming came to an end on 29 December 2012 . The filming phase lasted for approximately 9 months , and the film was the first Indian film to be shot in Slovenia . Ram Charan completed his part of dubbing in late December 2012 .

= = Themes and influences = =

The film features a protagonist in a dual role , revolving around their lifestyles and the circumstances when they meet . A reviewer from Sify felt that the film 's script was inspired from V. V. Vinayak 's previous works like *Tagore* (2003) , *Lakshmi* (2006) , *Krishna* (2008) and *Adhurs* (2009) , as well as from S. S. Rajamouli 's past works like *Simhadri* (2003) and *Chhatrapati* (2005) and S. Shankar 's Tamil film *Sivaji* (2007) .

Akula Siva said that the dialogue in the film had a philosophical touch despite being humorous and added , " The hero is elevated on par with divinity in the introduction ; such glorification is imperative , if the hero doesn 't have that power and courage he cannot fight so many people " .

= = Music = =

S. Thaman composed the film 's soundtrack and background music , marking his first collaboration with both V. V. Vinayak and Ram Charan . In April 2012 , it was reported that Thaman was composing the film 's songs with a focus on romantic songs featuring the two female leads . The song " *Subhalekha Rasukunna* " , originally composed by Ilaiyaraaja for the soundtrack of the 1990 Telugu film *Kondaveeti Donga* , was remixed for this film in mid @-@ July 2012 without any alterations in the tune and lyrics written by Veturi Sundararama Murthy . The lyrics of the remaining five songs were penned by Chandrabose , Bhaskarabhatla , and Sahithi . All the songs were arranged by Thaman and were recorded at Studio N.Y.S.A. in Mumbai and Studio T.A.A.L. in Hyderabad .

Aditya Music acquired the audio rights for an undisclosed high price . The audio teasers were unveiled in mid @-@ December 2014 , and the official track list featuring six songs was unveiled on 14 December 2012 . The film 's soundtrack was launched on 17 December 2012 , during a promotional event at Ramanaidu Studios . Pawan Kalyan attended the function as the chief guest along with the film 's principal cast & crew . Oneindia Entertainment placed " *Nellorae* " in fourth place on the list of top 10 item numbers of the year in 2013 .

Telugu version

Tamil version

= = Release = =

Naayak was planned to be released on 14 January , the eve of Sankranti . Later the film 's release was rumoured to be delayed due to Danayya 's financial hardships , although he later confirmed the release date as 9 January 2013 , denying the previous reports as rumours . The film was awarded an ' A ' certificate by the Central Board of Film Certification on 4 January 2013 . Six cuts were suggested by the board to delete politically charged dialogue , and few other lines that included the names of the Andhra Pradesh Governors , A. P. J. Abdul Kalam and Sarvepalli Radhakrishnan . The board also requested a few words being altered in the song " *Nellorae* " , and the display of a statutory warning on drinking and smoking wherever they occur in the film .

The film was shown on 110 screens in Hyderabad , breaking the previous records set by *Cameraman Gangatho Rambabu* (2012) and *Businessman* (2012) , which were released in 105 and 103 theatres , respectively . Universal Media , in association with Praneeth Media , released the film on more than 100 screens in the United States , including 70 digital prints and sixteen 35 mm

prints , which was a first for a Telugu film in an overseas market . The makers said that the film would be released in more than 1200 theatres in Andhra Pradesh .

= = = Marketing = = =

On the eve of Valentine 's Day , first look stills of the film were released to the media . A few stills featuring Ram Charan were unveiled on 18 August 2012 , which featured him sporting a new look . Two first look posters , confirming the film 's title and its spelling , were unveiled on 26 November 2012 . The film 's first teaser was unveiled on 14 December 2012 . Allu Arjun and S. S. Rajamouli unveiled the trailers at Shilpakala Vedika during the soundtrack launch .

= = = Distribution = = =

By early November 2012 , the film 's trade came to an end in all areas except Guntur . Bharath Pictures acquired the film 's Nellore distribution rights , while Shobu acquired the rights for the ceded (Rayalaseema) area . Shakti Films acquired the theatrical rights for the Krishna District , and Siri Media obtained the film 's Nizam region rights . V. Rao , Challa Shankar Rao and Tulasi Films acquired the screening rights in Vishakhapatnam , East Godavari district , and West Godavari district . Abhirami Movies acquired the film 's Tamil Nadu distribution rights . Errabus acquired the screening rights for the United Kingdom and Europe .

Gayathri Films bought the Karnataka distribution rights for ₹ 41 million , the highest price offered for any Telugu film in Karnataka up to that time . Universal Media distributed the film in the United States . Producer Dil Raju acquired the film 's distribution rights in the Nizam region in mid @-@ December 2012 .

= = = Home media = = =

The satellite rights for the Hindi dubbed version were sold for a record price of ₹ 35 million (US \$ 520 @,@ 000) . Gemini TV paid an advance of ₹ 26 million for the satellite rights of the original version , and fully acquired them after the film 's release for an additional ₹ 75 million . The DVD and Blu @-@ ray were marketed by Sri Balaji Videos and were released on 3 April 2013 .

= = Reception = =

= = = Critical reception = = =

The film received positive reviews from critics . Y. Sunita Chowdary of The Hindu wrote , " ... the writing is humorous , lively and consistent . What more , the film works mainly on its dialogues and a brisk screenplay and has all the potential to rake in moolah at the box office , " and added , " Vinayak , having read the pulse well , comes out with Naayak that is a throwback to many of his earlier films but with correct dose of humour added , to cover the flaws . By the time you sense something wrong , he cleverly comes up with another funny scene . This way the film progresses and winds up before it gets too heavy , and voila there are smiles everywhere " . Mahalakshmi Prabhakaran of Daily News and Analysis wrote , " We ? ll say that even if the film is about the age @-@ old formula of the hero bashing the bad guys and coming up trumps , Naayak is an entertaining film that you won ? t regret watching , " and rated the film 3 @.@ 5 out of 5 . AS Sashidhar of The Times of India termed the film a " pot boiling paisa vasool entertainer " and rated the film 3 @.@ 5 out of 5 . Oneindia Entertainment stated , " V. V. Vinayak may not have given a great screenplay , but he has had a high entertainment quotient with his narration . His mass appearance has doubled up Ram Charan 's performance . Naayak is a perfect Sankranthi entertainer , " and rated the film 3 out of 5 . Radhika Rajamani of Rediff.com wrote , " The first half of the film moves at a breezy pace while the interval brings in the twist . In the second half there 's

mostly stomach @-@ churning violence which is pretty repulsive . Technically the film is top @-@ notch . V V Vinayak delivers a hardcore commercial entertainer for the festival . If you can watch Naayak without analysing it , you will find it fun , " and rated the film 3 out of 5 . IndiaGlitz summarised , " Vinayak proves to be a director who knows how to play gimmicks with a formula story in hand and a narration baptized in masala . Naayak is for all those who love to watch an entertainer filled with doses of heroism and comedy , and also good music , " and added that the film is " commercial to the hilt " .

In contrast , a reviewer from Sify stated , " Director V V Vinayak , has chosen a routine story which has nothing new to offer . He chose a simple story and weaved an entertaining screenplay around it . Vinayak concentrated more on the presentation of the movie rather than the subject . The story and screenplay is predictable after the interesting interval bang " and called the film " Average " . Another reviewer from Sify rated the film 3 out of 5 and stated , " Nayak , a regular commercial potboiler , starts off as a regular mass movie and ends up the same way . Nayak team should have concentrated on the story more . A rehashed film that can be watched once " . B. V. S. Prakash of Deccan Chronicle wrote , " Even though Ram Charan impresses in the role of a brooding young IT employee who is determined to smash evil forces , the final outcome is more comic than serious . Vinayak tends to repackage scenes from his earlier movies . Akula Siva pens strong punch lines to enthrall Ram Charan fans " .

== = Box Office == =

Naayak grossed ? 112 @.@ 5 million at the worldwide box office on its opening day , and ? 170 @.@ 4 million (US \$ 2 @.@ 5 million) on its second day , taking its two @-@ day total to ? 282 @.@ 9 million . The film collected a total of ? 295 million in its first week . As of late April 2014 , the film stood in fifth place of the top 10 Telugu films with the highest first week gross . In its second week of release , the film 's gross suffered due to the competition from the release of Seethamma Vakitlo Sirimalle Chettu , slipping to the second spot in the charts . It witnessed more than a 50 % drop in its business , collecting approximately ? 80 million during the second weekend , and a total of ? 450 million in 10 days . By the end of its second week , the film had added approximately ? 55 million , for a 16 @-@ day total of ? 505 million net . The film grossed ? 600 million in its lifetime worldwide , and became the third most successful film of 2013 , after Attarintiki Daredi and Seethamma Vakitlo Sirimalle Chettu . Its distributor share of ? 465 million made it Ram Charan 's third film to cross the ? 400 million mark . It was fifth on the list of top 10 all @-@ time highest grossing movies at the Andhra Pradesh box office , as of November 2013 . It also ranked tenth on the list of top 20 hit Telugu movies of all time at the box office , as of May 2014 .

== = India == =

The film averaged 90 % occupancy in both single screens and multiplexes in India on its opening day , collecting ? 85 @.@ 5 million at the Andhra Pradesh box office and ? 27 million throughout the rest of India . With an average of 66 % across the globe , it collected ? 134 @.@ 9 million at the Andhra Pradesh box office , and ? 35 @.@ 5 million in the rest of India on its second day . In six days , it collected a total ? 234 @.@ 6 million net at Andhra Pradesh box office , and ? 25 million in the rest of India . The film completed a successful 50 day run in several centres across Andhra Pradesh on 27 February 2013 . The film collected a distributor share of ? 389 @.@ 5 million net at Andhra Pradesh box office in its lifetime , placing it sixth on the list of all @-@ time highest grossing Telugu films , as of November 2013 .

== = Overseas == =

The film collected ? 4 @.@ 5 million in overseas receipts on its opening day , which increased to ? 6 @.@ 5 million on its second day . However , the film 's trade was severely affected by Seethamma Vakitlo Sirimalle Chettu , dropping 70 % at the overseas box office , with a three @-@ day total of ?

9 @. @ 2 million , compared to Seethamma Vakitlo Sirimalle Chettu 3 day opening day total of ? 11 @. @ 3 million . The film collected ? 21 @. @ 1 million in six days at the overseas box office . The film did good business by the end of its second weekend at the USA box office , ranking third in the charts by collecting ? 25 @. @ 3 million , despite of the adverse effect of Seethamma Vakitlo Sirimalle Chettu which was in first place . Matru Ki Bijlee Ka Mandola stood in second place , although its per screen average was lower than that of Naayak . The film suffered a big setback after the release of Race 2 and Viswaroopam , dropping to sixth place while collecting ? 26 @. @ 5 million in 23 days .

= = = Awards and nominations = = =