

= Seethamma Vakitlo Sirimalle Chettu =

Seethamma Vakitlo Sirimalle Chettu (English : The Jasmine Vine in Seethamma 's Courtyard) is a 2013 Indian Telugu @-@ language drama film written and directed by Srikanth Addala . It was produced by Dil Raju 's Sri Venkateswara Creations , and features Daggubati Venkatesh , Mahesh Babu , Anjali and Samantha Ruth Prabhu in the lead roles , while Prakash Raj , Jayasudha , Rao Ramesh , Tanikella Bharani and Rohini Hattangadi play supporting roles .

The film focuses on a simple , middle @-@ class family in the village of Relangi whose head is a Good Samaritan with a positive outlook on life . Although his two sons have completed their education , they are unemployed . Their cousin , Seetha , lives with the family and loves the elder son . The younger son falls in love with Geetha , the daughter of Seetha 's paternal uncle . Amid a conflict between the elder son and Geetha 's father , the Good Samaritan teaches his sons and Geetha 's father the value of spreading love in life ; this is the film 's centrepiece .

In addition to directing the film , Addala worked on the script for three years after the release of his directorial debut , Kotha Bangaru Lokam (2008) . He wrote the screenplay , and Ganesh Patro wrote the film 's dialogue . Mickey J Meyer and Mani Sharma composed the soundtrack and score , respectively . Marthand K. Venkatesh edited the film and K. V. Guhan was its cinematographer . Production began on 6 October 2011 in Hyderabad ; principal photography began on 18 January 2012 in Vishakhapatnam , and finished on 24 December . In addition to Hyderabad , scenes were filmed in coastal Andhra Pradesh , Tamil Nadu and Kerala .

Considered the first star @-@ studded Telugu film in the last twenty or thirty years , Seethamma Vakitlo Sirimalle Chettu was released worldwide on 11 January 2013 to critical praise . The film was commercially successful , earning a distributor share of ? 550 million on a budget of ? 500 million , and was the second @-@ highest @-@ grossing Telugu film of the year (after Attarintiki Daredi) . It was dubbed in Tamil as Anandam Anandame by Viji Creations in 2013 . The film was one of twenty Telugu entries at the 61st National Film Awards . It received seven nominations at the 61st Filmfare Awards South and eleven nominations at the 3rd South Indian International Movie Awards , winning two awards at each : Best Actor Male ? Telugu (Mahesh) and Best Playback Singer Female ? Telugu (Chithra) .

= = Plot = =

A kindhearted man , known as " Relangi mavayya " (" Relangi Uncle ") by his family , lives in the village of the same name . His middle @-@ class family consists of his wife , mother , niece Seetha and three children : two sons (Peddodu , " the elder " and Chinnodu , " the younger ") and a daughter , Chinni . Peddodu is an introvert , who lives life on his own terms and is unsociable . Although Seetha wants to marry him , her love is apparently unrequited . Chinnodu is extrovert , who falls in love with Geetha , the daughter of Seetha 's paternal uncle who is jealous of Chinnodu 's father and denigrates his family 's economic status . Although the family is close @-@ knit , the brothers do not communicate well with each other .

Geetha 's sister recommends a marriage for Chinni to a relative of her in @-@ laws . At the wedding , Peddodu and Geetha 's father argue in the backyard about the latter 's sarcasm , increasing tensions further . Several days later , the brothers plan to leave for Hyderabad to find work . Geetha invites Chinnodu for lunch without informing him that her whole family will be there . Chinnodu and Geetha 's father argue , again over the latter 's sarcasm . When Geetha tries to calm the former , Peddodu is upset after knowing about their love affair . He abruptly leaves Relangi and Chinnodu , dejected , stays behind . This affects his relationship with Geetha , whose father has found her a husband . Although Seetha is also pressured to marry a man suggested by Geetha 's father , Peddodu and distant relative Kondala Rao convince the bridegroom to reject the proposal .

Relangi Uncle is injured in an accident in an attempt to save a young man . His condition stabilises , and the young man turns out to be the son of Peddodu 's former boss ' brother . The former employer apologises for his past misbehaviour , and offers Peddodu another job ; the gulf between the brothers widens .

Peddodu , Chinnodu and their family visit Bhadrachalam Temple for Rama Navami , the annual kalyana of Rama and Sita , and meet Geetha 's family there . The guest of honour , an MLA , asks Relangi Uncle to participate in the procession . Geetha 's father is surprised by this , and an electrical problem then arises . With help from volunteers and the police the brothers save the day , setting aside their differences and rescuing Geetha 's family . Relangi Uncle praises the brothers for their courage , telling them about the importance of family , love and brotherhood . This changes their attitude and that of Geetha 's father , who is eavesdropping on the conversation .

Seetha is overjoyed to see the brothers reunited , and for the first time , Peddodu calls her by name instead of " Hey ! " and " Oy ! " . They are married , and Chinnodu and Geetha 's wedding is planned after her father reconciles with Relangi Uncle 's family . The brothers send gold bangles to their grandmother , evidence that they have found work .

= = Cast = =

= = Production = =

= = = Development = = =

After the release of his directorial debut , Kotha Bangaru Lokam (2008) , Srikanth Addala worked for three years on Seethamma Vakitlo Sirimalle Chettu 's script . After Vedam 's release , in June 2010 Dil Raju began planning a film directed by Addala and featuring Daggubati Venkatesh and Pawan Kalyan as the male leads . Scripting began , and the film 's title was announced in September . When the project stalled , Addala approached Mahesh Babu with its script in June 2011 .

Mahesh agreed to act in the film after Addala met him to read the script during pre @-@ production for Dookudu (2011) . He and Venkatesh cited the script 's emotional depth and realistic approach as the reason they signed for the film . Addala approached Ganesh Patro in Chennai to write the film 's dialogue . Patro used the dialect spoken in the Godavari region of Andhra Pradesh , edited by Addala . It was his final project as a dialogue writer before his death in January 2015 . K. V. Guhan , who worked on the previous Mahesh films Athadu and Dookudu , was signed as Seethamma Vakitlo Sirimalle Chettu 's cinematographer .

Mickey J Meyer , who worked with Addala on the director 's debut , composed the film 's soundtrack and Mani Sharma composed its score . Sharma had composed the score for Raju 's 2011 production , Oh My Friend , whose soundtrack was composed by Rahul Raj . Although production began in Hyderabad on the eve of Vijayadasami (6 October 2011) with a launch ceremony , Venkatesh and Mahesh did not attend due to previous film commitments . " Simple but beautiful " was announced as the film 's advertising slogan in June 2012 .

= = = Casting = = =

Seethamma Vakitlo Sirimalle Chettu is considered the first Telugu star @-@ studded film in the last two or three decades . After listening to Addala 's narration , Venkatesh felt that they could work more on the film 's script and the director agreed . The actor agreed to the film because he considered it a safe bet which would appeal to a family audience . Raju was interested in casting Mahesh as the lead for two reasons : the film , revolving around two brothers , required two popular actors as the leads and the producer again wanted to work with the actor after Murari (2001) , Takkari Donga (2002) , Okkadu (2003) and Athadu (2005) . Guhan told The Hindu that Venkatesh 's and Mahesh 's unnamed characters would simply be called Peddodu and Chinnodu , respectively .

Samantha Ruth Prabhu was signed to play Mahesh 's love interest in the film , and Raju asked her to allow 40 days for shooting . After Trisha Krishnan , Sneha , Bhumi Chawla and Anushka Shetty

were considered for the other female lead , Amala Paul was signed in mid @-@ December 2011 . After a photo shoot and the beginning of principal photography , Paul left the project in late January 2012 and Raju replaced her with Anjali .

Prakash Raj was cast in a principal role as the brothers ' father . When he failed to join the film unit in Kutralam , it was rumoured that he had walked out of the film due to differences with Raju but Raju denied the reports . Jayasudha and Rohini Hattangadi were signed for supporting roles , and Hattangadi said that she would play the brothers ' grandmother . Rao Ramesh played Samantha 's father in the film .

Miss Dabur Gulabari 2011 second runner @-@ up Tejaswi Madivada was signed for a supporting role in her acting debut , and Abhinaya was cast as Mahesh 's sister in the film . Ramaprabha , Tanikella Bharani , Kota Srinivasa Rao , Brahmanandam and Ahuti Prasad later joined the film 's supporting cast . Traditional and formal costumes were supplied by the clothing chain Kalamandir .

= = = Filming = = =

Principal photography began on 18 January 2012 in Vishakhapatnam , where several of Venkatesh 's scenes were filmed near the Andhra University campus and on the Ramakrishna Mission Beach . The next shooting schedule began in Kutralam , Tamil Nadu , on 6 February 2012 and filming continued in Hyderabad during March . In Sanathnagar a crowd disrupted shooting , and the film 's crew chose an undisclosed location to resume . Samantha joined the film unit on 28 March . After shooting was disrupted three times in Hyderabad by crowds , Mahesh suggested that Raju move production to Chennai (where several wedding scenes were filmed at a coconut plantation) . Rain increased production costs .

Part of the song " Yem Cheddaam " was shot at the Sabarmati Riverfront in mid @-@ April , the riverfront 's first appearance in a Telugu film . In addition to the riverfront , scenes were filmed over a fifteen @-@ day schedule in shopping malls and gardens around Ahmedabad . Addala chose the city for its developing infrastructure , friendly people and climatic similarity to Hyderabad . On 31 May 2012 , Raju told the media that 35 percent of Seethamma Vakitlo Sirimalle Chettu 's filming was completed and the next shooting schedule would begin at Ramoji Film City . A house set worth ? 10 million was built at the studio under the supervision of A. S. Prakash . Venkatesh and Anjali began a four @-@ day shooting schedule at Ahobilam on 4 July . After several key scenes were filmed in Relangi , near Tanuku , a new schedule began in Bhadrachalam on 16 July .

Filming was delayed when Samantha became ill , resuming on 19 August after her recovery . By mid @-@ September , the producers had filmed for nearly 80 working days . Wedding and other crucial scenes were filmed in Chennai . By then the shooting of five songs was completed , with work on two more songs and detail work pending . Raju planned two shooting schedules : one from 28 September to 12 October , and the other from 15 November to the end of the month . Filming continued on 2 October 2012 at Ramanaidu Studios . The film 's climactic scenes were shot in mid @-@ November 2012 on a custom @-@ built Bhadrachalam Temple set at Ramoji Film City , and the dialogue was wrapped up on 17 November .

A song featuring Mahesh and Samantha was shot in Magarpatta , Pune , in early December , and scenes following Chinni 's wedding were filmed in Dwaraka Tirumala . Another song featuring Venkatesh and Anjali was shot in Kerala under the supervision of Prem Rakshith ; its completion marked the end of principal photography on 24 December .

= = = Post @-@ production = = =

On 6 October 2012 , a pooja commemorated the beginning of the film 's dubbing . Post @-@ production was planned simultaneously for a December 2012 release . On 23 October , Samantha began dubbing her role in the film . This was the first time she dubbed for herself in a Telugu film ; her roles had previously been dubbed by the singer Chinmayi . Mahesh began dubbing his role on 10 December ; Venkatesh had completed most of his dubbing work by then , with only a few reels remaining .

In mid @-@ December , Samantha said that she had dubbed 40 percent of her role and the producers would decide if her voice would be retained ; Chinmayi and Dubbing Janaki were later chosen to dub for Prabhu and Hattangadi . Mahesh finished dubbing his role by early January 2013 , and post @-@ production ended on 3 January . The first copy of the film was sent to the Central Board of Film Certification on 7 January , and it received a U certificate the following day .

= = Themes = =

Raju said in early October 2011 that Seethamma Vakitlo Sirimalle Chettu would be a family drama ; its title focuses on the family system in India , a part of the Indian ideology of one world family . According to Addala , " Seethamma " stands for the goddess Sita , " Vakitlo " for India and " Sirimalle Chettu " for the Indian family . The mentality of a person who does not smile at a fellow human but preaches the need for change in society and improvement in human relations was the basis of the film 's script . The director tells the story of two brothers of different ages who are not expressive , showing them safeguarding their identities but having a deep love and respect for each other .

Addala travelled to Yanam and other places in East Godavari district to study the mentality and behaviour of the local people . He noticed that about 80 percent of the families had good fathers , and their sons (who were struggling to find jobs and establish themselves) reconciled easily after small disagreements . Addala decided to convey in the film that life would be easier if small problems can be corrected . Most of the characters , except Seetha , are drawn from real life ; Mahesh 's character represents youth , and Venkatesh and Prakash Raj 's characters exemplify an elder brother and a middle @-@ class father .

= = Soundtrack = =

Seethamma Vakitlo Sirimalle Chettu 's soundtrack was composed by Mickey J Meyer , with lyrics by Anantha Sreeram and Sirivennela Sitaramasastri . Aditya Music acquired its marketing rights in early August 2012 , and the soundtrack was released at an event at Ramanaidu Studios in Nanakramguda , Hyderabad , on 16 December . A critical and commercial success , it was certified triple platinum at a 20 January 2013 ceremony at Shilpakala Vedika in Hyderabad .

= = Release = =

In late April 2012 the producers planned a worldwide release on 28 September , three weeks before the release of Cameraman Gangatho Rambabu . Seethamma Vakitlo Sirimalle Chettu 's release was expected to be postponed because of a filming delay after Samantha had an adverse drug reaction . Raju later announced that the film would be released on 21 December for Christmas , but due to production delays its release was postponed to 11 January 2013 for the three @-@ day Sankranti holiday . At Mahesh 's suggestion a statewide premiere was planned a day before the general theatrical release , with the producers hoping to earn ? 10 million from the premiere .

Seethamma Vakitlo Sirimalle Chettu was released on 101 screens (considered a record) in the United States and on eight screens in Canada . The film was released in New York , New Jersey , the San Francisco Bay Area and Los Angeles . Seethamma Vakitlo Sirimalle Chettu was the first South Indian film to be released in Manhattan , premiering on 10 January 2013 at the Times Square AMC Empire 25 theatre . The film opened worldwide on 1 @,@ 500 screens . In Hyderabad and Secunderabad , it was released on 85 screens and the cities ' eight multiplexes scheduled 100 shows per day ; tickets for the first week sold out in one day . Raju scheduled screenings for women only on 14 , 15 and 16 January .

A Tamil remake proved cost @-@ prohibitive , leading to an announcement of the Tamil @-@ dubbed version Anandam Anandame in early October 2013 . Viji Creations acquired the dubbing rights and P. Rajarajan wrote the dialogue for the dubbed version .

== Marketing ==

The film 's first @-@ look teaser was released on 31 May 2012 . Within a day of its release the teaser attracted 227 @,@ 319 views on YouTube , and 9 @,@ 416 members shared it on Facebook . First @-@ look posters saying " Happy birthday to my brother Mahesh Babu " , signed by Venkatesh , were released on 8 August . Publicist B. A. Raju announced that another teaser would be released on 12 December , the day before Venkatesh 's birthday , since the producers of Businessman (2012) had released a first @-@ look poster featuring Mahesh on 11 November 2011 . The film 's theatrical trailer was released on 13 December . Red Label and Mega Mart entered into a co @-@ branding partnership for the film .

== Pre @-@ release revenue ==

Seethamma Vakitlo Sirimalle Chettu 's television broadcast rights were sold for ? 85 million to an undisclosed channel in early June 2012 . Theatrical distribution rights for Krishna district were sold for ? 27 @.@ 5 million in late October 2012 . Vintage Creations and Srinikethan Films acquired the theatrical distribution rights for East Godavari and Nellore districts for ? 28 @.@ 3 million and ? 18 @.@ 5 million , respectively . 14 Reels Entertainment , in association with FICUS , acquired the film 's overseas theatrical distribution rights in late November 2012 .

== Home media ==

Seethamma Vakitlo Sirimalle Chettu 's Indian VCD , DVD and Blu @-@ ray discs were marketed by Aditya Videos . Overseas DVD and Blu @-@ ray discs were released in June 2013 by Bhavani Videos , and global television broadcast rights were acquired by MAA TV . After its global television premiere , Seethamma Vakitlo Sirimalle Chettu registered a TRP rating of 20 @.@ 00 , the second highest rating ever for a Telugu film after Magadheera (2009) which registered 22 @.@ 00 . It retained that spot until the global television premiere of Baahubali : The Beginning (2015) and Srimanthudu (2015) . They registered the TRP ratings of 21 @.@ 84 and 21 @.@ 24 respectively , pushing Seethamma Vakitlo Sirimalle Chettu to the fourth spot .

== Reception ==

== Critical reception ==

Seethamma Vakitlo Sirimalle Chettu received generally @-@ positive reviews . Sangeetha Devi Dundoo of The Hindu called the film a " delightful family drama with its celebration of family bonds , love and marriage laced with laughter " , and Addala " wants to leave his audience with a thought , wants them to reflect on their relationships and overlook skirmishes that can sour family bonds " . Dundoo cited Guhan 's cinematography as one of the film 's highlights , and praised its performances . Mahalakshmi Prabhakaran of Daily News and Analysis called the film a " heartwarming watch that has its emotions and underlying message in the right place " . Calling Guhan 's cinematography and its music wonderful , Prabhakaran also praised the film 's cast .

According to IANS , " It is very unlikely to point out a single dull moment in this crowd @-@ pleasing , tear @-@ jerking healthy family entertainer that presents a story akin to every household " . The reviewer added that the film " may or may not inspire one and all , but it will definitely send everybody back home with a smile " . Shekhar of Oneindia Entertainment called the film a " good family entertainer " , adding that the audience would immerse themselves in the film and " feel like they are watching some real life sequences from in and around their house " . IndiaGlitz called the film a " heart @-@ tugging family entertainer " : " If Mahesh Babu seems to be the most important star , be it in terms of the screen time or the number of lines he gets to speak , it is Venkatesh who takes a lion 's share in SVSC 's story . It is around Peddodu that Srikanth Addala weaves a drama

full of modest emotional highs and lilting moments " .

Karthik Pasupulate of The Times of India gave Seethamma Vakitlo Sirimalle Chettu 3 @. @ 5 out of five stars , calling it a " good old fashioned family drama sans the usual masala " and adding that it is " pleasant , well intended , and has some tender moments as well , but does it pack enough entertainment value " . Pasupulate praised the performances , calling them understated like the rest of the film . Sify gave the film 3 @. @ 25 out of five stars : " Seethamma Vaakitlo Sirimalle Chettu definitely makes you moist @-@ eyed as you walk out from the theatre but it runs on a flimsy story . It is a film that reinforces the great Indian family values and is also a manipulative film like most Sooraj Barjatya 's films . " The reviewer praised the film 's climax , adding that Mahesh 's performance , the score , cinematography and its later scenes overshadowed its flaws .

Radhika Rajamani of Rediff gave the film three out of five stars : " While it cruises along smoothly , delving into relationships within the family , without too many conflicts or twists and turns , one feels an emotional disconnect sometimes because society has changed so much from what is portrayed on screen " . She added , " The storyline is realistic , in that it is all about the happenings in a middle class home , but it 's more about situations and doesn 't develop as a story . So if you want to see a non @-@ violent , family values kind of film , this one is for you . It 's just that it seems a little out of date . " B. V. S. Prakash of Deccan Chronicle gave the film 2 @. @ 5 out of five stars , calling it a " dampener " and its scenes repetitive and tedious . Prakash praised the performances , however , especially those of Venkatesh and Mahesh .

= = = Box office = = =

Seethamma Vakitlo Sirimalle Chettu earned ? 98 @. @ 1 million on its first day at the AP @-@ Nizam box office ? according to trade analyst Trinath , probably the best @-@ ever opening for a star @-@ studded Telugu film . Taran Adarsh called the film 's opening " mindblowing " as it earned US \$ 205 @, @ 347 (? 11 @. @ 3 million) at 62 locations on its Thursday previews in the United States . It earned \$ 338 @, @ 228 on Friday , bringing its two @-@ day total to \$ 552 @, @ 041 ? the most successful opening for a Telugu film in the U.S. Seethamma Vakitlo Sirimalle Chettu netted ? 250 @. @ 1 million in four days at the global box office , the most successful opening in Mahesh and Venkatesh 's careers . The film grossed \$ 1 @, @ 262 @, @ 100 (? 68 @. @ 7 million) from reported screens in its first four @-@ day weekend in the United States , affecting other films (such as Naayak and Matru Ki Bijlee Ka Mandola) and surpassing the US lifetime earnings of Gabbar Singh (2012) . The film 's earnings declined 25 percent on its fifth day , and its five @-@ day total nett was ? 286 @. @ 6 million . Earning about ? 350 million in its first week , Seethamma Vakitlo Sirimalle Chettu broke box @-@ office records in several parts of the world . The film 's earnings declined 50 percent over its second weekend , with a ten @-@ day global box @-@ office nett of ? 450 million . In its second U.S. weekend the film earned \$ 203 @, @ 160 (? 10 @. @ 9 million) , bringing its ten @-@ day U.S. total to \$ 1 @, @ 548 @, @ 709 (? 83 @. @ 1 million) and setting a record for a Telugu film in that country .

By the end of its second week , Seethamma Vakitlo Sirimalle Chettu netted ? 510 million at the global box office . In the film 's third weekend it was affected by Viswaroopam , earning about ? 1 @. @ 93 million from 20 screens in the United States . It completed its 50 @-@ day run on 3 March in 25 theatres . Seethamma Vakitlo Sirimalle Chettu netted ? 387 @. @ 5 million at the AP / Nizam box office during its run , earning a distributor share of ? 550 million at the global box office and declared a commercial success . It was the second @-@ highest @-@ grossing Telugu film of the year , after Attarintiki Daredi .

= = = Awards and nominations = = =

Seethamma Vakitlo Sirimalle Chettu was one of twenty Telugu film entries for the 61st National Film Awards . The film received seven nominations at the 61st Filmfare Awards South , including Best Telugu film , Best Director ? Telugu and Best Actor ? Telugu . It won two awards : Best Actor ? Telugu (Mahesh) and Best Female Playback Singer ? Telugu (Chithra for " Seethamma Vakitlo

Sirimalle Chettu ") .

The film received eleven nominations at the 3rd South Indian International Movie Awards , where Venkatesh and Babu were nominated for Best Actor ? Telugu and Anjali and Jayasudha were nominated for Best Supporting Actor Female ? Telugu . It won two awards , again for Best Actor ? Telugu (Mahesh) and Best Female Playback Singer ? Telugu (Chithra for " Seethamma Vakitlo Sirimalle Chettu ") . Mahesh also received the " Best Actor for the Year 2013 " award at the 2015 TSR ? TV9 National Film Awards .