

= Gemini (2002 Tamil film) =

Gemini is a 2002 Indian Tamil @-@ language action film written and directed by Saran and produced by AVM Productions . The film features Vikram in the title role of a small @-@ time criminal and aspiring don who , after falling in love , decides to refrain from crime ; Kiran Rathod plays his love interest . Murali stars as Singaperumal , a police officer who inspires and guides Gemini in his attempts to reform . The cast includes Kalabhavan Mani as the principal antagonist while Vinu Chakravarthy , Manorama and Thennavan portray significant roles . Based on gang wars in Chennai , the film delves into the lives of outlaws and the roles the police and society play in their rehabilitation and acceptance .

In early 2001 , rival gangsters " Vellai " Ravi and Chera reformed themselves with the patronage of a police officer . Saran was inspired by this incident and scripted a story based on it . The film was initially entitled Erumugam with Ajith Kumar intended to play the lead role , but the project was shelved after a week 's shoot when Ajith lost interest and left . Saran reworked the script , retitled the production Gemini and cast the new leads . The revived project was announced in August 2001 . Production began shortly afterwards in December the same year and was completed by March 2002 . The film was shot mainly at the AVM Studios in Chennai , while two song sequences were filmed in Switzerland . The film had cinematography by A. Venkatesh and editing by Suresh Urs while the soundtrack was scored by Bharathwaj .

The film 's soundtrack was well received , with the song " O Podu " becoming a sensation in Tamil Nadu . Gemini was released two days ahead of the Tamil New Year on 12 April 2002 and received mixed reviews from critics , with praise directed towards the performances of Vikram and Mani but criticism towards Saran 's script . Made at an estimated cost of ? 40 million (US \$ 590 @,@ 000) , the film earned ? 210 million (US \$ 3 @.@ 1 million) at the box office and became the highest @-@ grossing Tamil film of the year . The film 's success , largely attributed to the popularity of " O Podu " , resurrected the Tamil film industry , which was experiencing difficulties after a series of box office failures . The film won three Filmfare Awards , three ITFA Awards and four Cinema Express Awards . Later that same year , Saran remade the film in Telugu as Gemeni .

= = Plot = =

Teja (Kalabhavan Mani) is a high @-@ profile gangster in North Madras , who often imitates the behaviour characteristic of different animals for sarcastic effect . Accompanied by his gang , he arrives at a magistrate 's court for a hearing . His animal antics are mocked at by " Chintai " Jeeva , another accused . Teja and his gang retaliate and kill Jeeva within the court premises . Jeeva was a member of a rival gang headed by Gemini (Vikram) , an aspiring goon from Chintadripet who aspires to dethrone Teja and take his place . To avenge Jeeva 's death , Gemini hunts down the murderer Pandian while Isaac , one of Gemini 's men , kills him . This incident leads to a feud between Gemini and Teja , and a fight for supremacy ensues . Pandian 's mother Annamma (Manorama) , a destitute woman , locates the whereabouts of her son 's murderers . She approaches Gemini , becomes the gang 's cook and awaits a chance to poison them .

Gemini meets and falls in love with Manisha Natwarlal (Kiran Rathod) , a Marwari woman . To pursue her , he joins an evening class at the college that she attends and she falls in love with him , unaware of his true identity . Two businessmen approach Gemini to evict traders from a market so that a shopping complex can be built in its place . As the market is in his control , Gemini refuses the offer and the businessmen hire Teja to execute the job . Feigning an altercation with Gemini , his sidekick Kai (Thennavan) joins Teja 's gang , acts as the inside man and foils the plan . Teja becomes enraged at being outsmarted by Gemini .

Singaperumal (Murali) , an astute police officer , is promoted to the position of Director General of Police (DGP) . Keen on eradicating crime , he arrests both Gemini and Teja and the arrests are made " off the record " owing to their political influence . Aware of the rivalry between them , Singaperumal puts them in a private cell so they can beat each other to death . While Teja tries to exact revenge for the market issue , Gemini does not fight back but persuades Teja to trick

Singaperumal by pleading guilty and requesting a chance to reform . Gemini 's trick works and they are released .

Since Gemini was arrested at the college , Manisha discovers his identity and resents him . To regain her attention , Gemini reforms his ways . Though his gang initially disapprove of it , they relent . As Gemini and his gang regret their actions , Annamma reveals her true identity and forgives them . Singaperumal helps Gemini to get back into college and reunite with Manisha . Teja returns to his gang and continues his illegal activities . He pesters Gemini to help him in his business . Gemini informs Singaperumal of Teja 's activities ; Teja is caught smuggling narcotics , is prosecuted and serves a term in prison .

A few months later , Singaperumal is transferred and a corrupt officer (Vinu Chakravarthy) takes his place . The current DGP releases Teja and together , they urge Gemini to work for them and repay for the losses they incurred but Gemini refuses . To force him to return to his old ways , Teja persuades Isaac to conspire against Gemini . With Isaac 's help , Teja plots and kills Kai . Gemini is infuriated and confronts Teja to settle the issue . During the fight , Gemini beats up Teja and swaps their clothes , leaving Teja bound and gagged . The new DGP arrives and shoots Gemini dead ; he later realises that he had actually shot Teja who was in Gemini 's clothes . While the DGP grieves over Teja 's death , he receives news that he has been transferred to the Sewage Control Board .

= = Cast = =

Vikram as Gemini , an aspiring don who reforms later
Kiran Rathod as Manisha Natwarlal , a free @-@ spirited Marwari woman
Kalabhavan Mani as Teja , a don who mimics animals
Vinu Chakravarthy as a power @-@ obsessed and corrupt police officer
Murali as Singaperumal , a sincere and dignified police officer
Charle as Chinna Salem , a pimp operating a mobile brothel
Ramesh Khanna as Gopal M.A. , a professor at the evening college
Dhamu as Ram , the chief mechanic at Auto Hospital , the auto workshop from where the gang operates
Vaiyapuri as Oberoi , Dawood 's sidekick
Rani as Kamini , a divorcée and Gemini 's classmate who lusts for him
Thennavan as Kai , Gemini 's loyal deputy
Isaac Varghese as Isaac , Gemini 's gang member who betrays him later
Thyagu as Sammandham , a police officer
Madhan Bob as R. Anilwal I.P.S , a police officer trying to eradicate prostitution
Ilavarasu as Commissioner of Police
Omakuchi Narasimhan as Bombay Dawood (named after Dawood Ibrahim) , a butcher
Gemini Ganesan in a cameo as himself
Manorama as Annamma , a woman who seeks to avenge her son 's death

= = Production = =

= = = Development = = =

In February 2001 , underworld dons " Vellai " Ravi and Chera , who terrorised the city of Madras (now Chennai) in the 1990s , abandoned a life of crime and took up social work . The then @-@ DCP of Flower Bazaar Shakeel Akhter presided over the oath @-@ taking ceremony and welcomed the rehabilitation programme . During the making of his film Alli Arjuna (2002) , director Saran came across a newspaper article carrying this piece of news and was fascinated . Shortly afterwards in March 2001 , Saran announced his next directorial venture would be inspired by the incident . Titled Erumugam (meaning " upward mobility ") , the project was scheduled to enter production after the completion of Alli Arjuna .

The director disclosed that it was " a modern day rags to riches story " where the protagonist rises from humble origins to an enviable position . The venture was to be funded by A. Purnachandra Rao of Lakshmi Productions . The film would mark the director 's third collaboration with Ajith Kumar in the lead after the success of Kaadhal Mannan (1998) and Amarkalam (1999) . Laila Mehdin and Richa Pallod , who played the heroine in Saran 's Parthen Rasithen (2000) and Alli Arjuna respectively , were to play the female lead roles . While the recording for the film 's audio reportedly began on 16 March 2001 , the filming was to start in mid @-@ June and continue until August that year , followed by post @-@ production work in September . It was planned to release the film on 14 November 2001 coinciding with Diwali . However , after finding a more engaging script in Red (2002) , Ajith lost interest ; he left the project after a week 's shoot and the production was shelved . Following this incident , Saran stated that he would never do another film with Ajith . The pair would , however , reconcile their differences later , and collaborate on Attahasam (2004) and Aasal (2010) .

Saran rewrote the script based on gang wars in Chennai and began the project again . The film , then untitled , was announced in August 2001 with Vikram to star in the lead role . The production was taken over by M. Saravanan , M. Balasubramaniam , M. S. Guhan and B. Gurunath of AVM Productions . The film was AVM 's 162nd production and their first film after a five @-@ year hiatus , their last production being Minsara Kanavu (1997) , the release of which marked fifty years since their debut Naam Iruvar (1947) . By producing Gemini , AVM became one of the four film studios that had been producing films for over fifty years . While titling the film , producer M. Saravanan chose Gemini among the many titles suggested to him , but because Gemini Studios was the name of a major production house , Saravanan wrote to S. Balasubramanian , editor of Ananda Vikatan and son of Gemini Studios founder S. S. Vasan , requesting permission to use the title . In response , Balasubramanian gave his consent .

= = = Cast and crew = = =

With Vikram cast in the title role , Saran was searching for a newcomer to play the female lead role of a Marwari woman . Kiran Rathod is a native of Rajasthan , the place where the Marwaris originate from . She is a relative of actress Raveena Tandon , whose manager brought Rathod the offer to act in Gemini . Saran was convinced after seeing a photograph of Rathod and cast her ; Gemini thus became her debut Tamil film . Malayalam actors Kalabhavan Mani and Murali were approached to play significant roles .

Gemini is widely believed to be Mani 's first Tamil film , though he had already starred in Vaanchinathan (2001) . There have been varying accounts on how he was cast : while Vikram claims to have suggested Mani for the role of Teja , Saran said in one interview that casting Mani was his idea , and contradicted this in another interview , saying that Mani was chosen on his wife 's recommendation . While searching for an unfamiliar actor for the DGP 's role , Saran saw Murali in Dumm Dumm Dumm (2001) and found him " very dignified " . He chose Murali as he wanted that dignity for the role . Though he had planned to make Murali a villain at the end of the film , Saran decided against it because he was " amazed to see awe in everyone 's eyes when Murali entered the sets and performed " .

Thennavan , Vinu Chakravarthy , Ilavarasu , Charle , Dhamu , Ramesh Khanna , Vaiyapuri , Madhan Bob , Thyagu and Manorama form the supporting cast . A cameo appearance by Gemini Ganesan was his last film appearance before his death in March 2005 . The technical departments were handled by Saran 's regular crew , which consisted of cinematographer A. Venkatesh , editor Suresh Urs , production designer Thota Tharani and costume designers Sai and Nalini Sriram . The choreography was by Super Subbarayan (action) and Suchitra , Brinda and Ashok Raja (dance) . The music was composed by Bharathwaj and the lyrics were written by Vairamuthu . Kanmani who went on to direct films like Aahaa Ethanai Azhagu (2003) and Chinnodu (2006) worked as an assistant director .

= = = Filming = = =

Gemini was formally launched on 21 November 2001 at the Hotel Connemara , Chennai in the presence of celebrities including Rajinikanth (through video conferencing) and Kamal Haasan . The launch function was marked by the submission of the script , songs and lyrics . Principal photography was scheduled to begin in mid @-@ December that year , but commenced slightly earlier . Vikram shot for the film simultaneously with Samurai (2002) . When Kalabhavan Mani was hesitant in accepting the film due to other commitments in Malayalam , shooting was re @-@ scheduled to film his scenes first . Saran persuaded Mani to allot dates for twelve days to complete his scenes . Since Mani was a mimicry artist , Saran asked him to exhibit his talents ; Mani aped the behaviour of a few animals and Saran chose among them , which were added to the film .

Gemini , with the exception of two songs which were filmed in Switzerland , was shot at AVM Studios . One of the songs , " Penn Oruthi " , was shot at Jungfrauoch , the highest railway station in Europe . Part of the song sequence was filmed on a sledge in Switzerland , making it the second Indian film to have done so after the Bollywood film Sangam (1964) . Though there were problems in acquiring permission , executive producer M. S. Guhan persisted . The overseas shoots were arranged by Travel Masters , a Chennai @-@ based company owned by former actor N. Ramji . Gemini was completed on schedule and M. Saravanan praised the director , saying , " ... we felt like we were working with S. P. Muthuraman himself , such was Saran 's efficiency " .

= = Inspiration = =

The characters of Gemini and Teja were modelled on " Vellai " Ravi and Chera respectively ? Tamil @-@ Burma repatriates who settled in Bhaktavatsalam colony (B.V. Colony) in Vyasarpadi , North Madras . They were members of rival gangs headed by Benjamin and Subbhaiah respectively . Their rivalry began when Benjamin , a DYFI member , questioned the illegal activities of Subbhaiah who , apart from running a plastics and iron ore business , held kangaroo courts . When their feud developed into a Christian @-@ Hindu conflict , they recruited jobless men and formed gangs to wage wars against each other . While Subbhaiah 's nephew Chera became his right @-@ hand man , " Vellai " Ravi became Benjamin 's aide . Benjamin and Ravi 's gang killed Subbaiah in 1991 . A year later , Chera 's gang retaliated by killing Benjamin with the help of another gang member , Asaithambi . Another gangster , Kabilan , joined Chera 's gang and they killed more than fourteen people to avenge Subbaiah 's murder . One of the murders took place inside the Egmore court in early 2000 when Chera 's gang killed Ravi 's aide Vijayakumar , leading to a police crackdown on the gangsters . Fearing an encounter , both " Vellai " Ravi and Chera decided to give up their lives of crime and reform . The then @-@ DCP of Flower Bazaar , Shakeel Akhter , held the " transition ceremony " in February 2001 . " Vellai " Ravi and Chera were re @-@ arrested under Goondas Act during the film 's pre @-@ production .

When asked about his fascination for " rowdy themes " , Saran said :

I come from a lower middle class background and have lived all my life in ' Singara Chennai ' . I used to go to college from my house in Aminjikkarai by bus and many of the incidents that you see in my films are inspired by those days . Chennai city and its newspapers have been my source material .

The characters of DGP Singaperumal and " Chintai " Jeeva were based on Shakeel Akhter and Vijayakumar respectively . Since the criminals were re @-@ arrested after being given a chance , the initial script had Singaperumal turning villainous during the climax . When Saran felt that the audience would not be kind to him and that it would damage the film , he added another corrupt police officer to do the job while maintaining Singaperumal as a " very strong , good police officer " .

= = Music = =

The soundtrack album and background score were composed by Bharathwaj . Since making his entry into Tamil films with Saran 's directorial debut Kaadhal Mannan , he has scored the music for most films directed by Saran . The lyrics were written by poet @-@ lyricist Vairamuthu .

" O Podu " was a popular expression among college students in Tamil Nadu . When the director wanted a catchphrase for a song , Vairamuthu suggested using the term and building on it . On the director 's insistence , the term was then incorporated into and mixed with the title song , resulting in the item number " O Podu " . The song was conceived by AVM as a way of reaching out to the masses . The track , picturised on Rani and Vikram and choreographed by Ashok Raja , was sung by Anuradha Sriram . For the song , Vikram performed " savu koothu " , a type of funeral dance common in Tamil Nadu . The lyrics of " Deewana " , sung by Sadhana Sargam , had some Hindi words as it was picturised on the heroine , a typical Marwari woman from Sowcarpet for whom Hindi comes naturally . In an interview with The Hindu , Vairamuthu revealed that the track " Naattu Katta " was based on a folk song .

The songs were well received by the audience and the track " O Podu " , in particular , was a hit . Following the song 's success , Vikram was greeted everywhere with screams of " O Podu " . He was overwhelmed by the response and , having already worked as a voice artist and singer , offered to sing his version of the song to which the producers agreed . According to Vikram , the song was recorded and filmed the same morning , and was added to the soundtrack album a month after its initial release . The film had been completed by then and the additional track was featured during the closing credits . Initially , a small footage featuring Vikram and Kiran was sent to the cinemas for screening during the end credits . However , the audience were dissatisfied with the shortened version of the song and forced theatre owners to rewind the song and play it again . After receiving calls from distributors and theatre owners , the makers eventually sent the entire song .

The album sold more than 100 @, @ 000 cassettes even before the film released despite rampant piracy . It was one of the biggest hits in Bharathwaj 's career and earned him his first Filmfare Award . The music also attracted some unexpected reactions . The high @-@ energy track " O Podu " drove youngsters insane ; some resorted to violence , enraging villagers in Tamil Nadu and damaging public property in Malaysia for fun . The lyrics by Vairamuthu , which are typically in pure Tamil , contained slang and words from other languages like " Deewana " (Hindi) . This departure was criticised by film journalist Sreedhar Pillai , who derided the lyrics of " O Podu " as " pure gibberish " .

The music received positive reviews from critics . Sify wrote that Bharadwaj 's music was the film 's only saving grace . Writing for Rediff , Pearl stated that the music director was " impressive " . Malathi Rangarajan of The Hindu said that the song by Anuradha Sriram has given the term " O ! Podu ! " , which has been part of the " local lingo " for years , a " new , crazy dimension " . The song enjoyed anthem @-@ like popularity and according to V. Paramesh , a dealer of film music for 23 years , sold like " hot cakes " . It earned Rani ? on whom the song was picturised ? the moniker " O Podu Rani " . However , the song 's picturisation attracted criticism . In an article that scrutinised and decried the high level of vulgarity depicted in south Indian films , Sudha G. Tilak of Tehelka wrote that hit tracks like " O Podu " were " obvious in their debauched suggestiveness " .

In 2009 , Mid Day wrote , " O podu is still considered the cornerstone of the rambunctious koothu dance " . In 2011 , The Times of India labelled the song an " evergreen hit number " . Following the internet phenomenon of " Why This Kolaveri Di " in 2011 , " O Podu " was featured alongside " Appadi Podu " , " Nakka Mukka " and " Ringa Ringa " in a small collection of South Indian songs that are considered a " national rage " in India .

= = Release and reception = =

The film , which was supposed to be released on 14 April 2002 coinciding with the Tamil New Year , was released two days early on 12 April , apparently to capitalise on weekend collections . Gemini was released alongside Vijay 's Thamizhan , Prashanth 's Thamizh and Vijayakanth 's Raajiyam . The film was released across Tamil Nadu with 104 prints , the most for a Vikram film at the time of release . On the day of release , the film premiered in Singapore with the hero , heroine , director and producer in attendance . AVM sold the film to distributors for a " reasonable profit " and marketed it aggressively . They organised promotional events at Music World in Chennai 's Spencer Plaza , Landmark and Sankara Hall , where Vikram publicised the film signing autographs . Since "

O Podu " was such a hit among children , AVM invited young children to write reviews , and gave away prizes . In 2006 , Saran revealed in a conversation with director S. P. Jananathan that his nervousness rendered him sleepless for four days until the film was released .

= = = Critical response = = =

Gemini received mixed reviews from critics . Malathi Rangarajan of The Hindu wrote that the " Vikram style " action film was more of a stylised fare as realism was a casualty in many sequences . She added that while the credibility level of the storyline was low , Saran had tried to strike a balance in making a formulaic film . Pearl of Rediff.com lauded Saran 's " racy " screenplay but found the plot " hackneyed " and reminiscent of Saran 's Amarkalam . The critic declared , " Gemini is your typical masala potboiler . And it works . " In contrast , Sify was critical of the film and wrote , " Neither exciting nor absorbing Gemini is as hackneyed as they get . [...] Saran should be blamed for this inept movie , which has no storyline and has scant regard for logic or sense . "

The performance of the lead also earned mixed response . Malathi Rangarajan analysed , " Be it action or sensitive enactment , Vikram lends a natural touch [...] helps Gemini score . [..] With his comic streak Mani makes himself a likeable villain . " Kalabhavan Mani 's mimicry and portrayal of a villain with a comic sense received acclaim from the critics and audience alike . Rediff said , " The highlight in Gemini is undoubtedly Kalabhavan Mani 's performance . [...] As the paan @-@ chewing Gemini , Vikram , too , delivers a convincing performance . " However , Sify found the cast to be the film 's major drawback and scrutinised , " Vikram as Gemini is unimpressive [...] Kalabhavan Mani an excellent actor hams as he plays a villain [...] Top character actor Murali is also wasted in the film . "

Following the film 's success , Vikram was compared with actor Rajinikanth . D. Govardan of The Economic Times wrote , " The film 's success has catapulted its hero , Vikram as the most sought after hero after Rajinikanth in the Tamil film industry today " . Rajinikanth , who saw the film , met Vikram and praised his performance . Saran told in an interview that Rajinikanth was so impressed with the songs , he predicted the film 's success in addition to considering Rathod for a role in his film Baba (2002) . The film 's premise of an outlaw reforming his ways was appreciated . D. Ramanaidu of Suresh Productions ? the co @-@ producer of the Telugu remake ? said , " The story of a rowdy sheeter turning into a good man is a good theme " . In August 2014 , Gemini was featured in a list of " Top 10 Tamil Gangster Films " compiled by Saraswathi of Rediff.com.

In an article discussing the rise of the gangster @-@ based film becoming a genre in itself , Sreedhar Pillai wrote in a reference to Gemini :

The hero is an all out villain , who is daringly different but the director makes him dream of those lush Switzerland songs (our hero then is clad in designer wear) . The rowdies in the film have very highly educated girls from affluent family lusting after them ... Bachchan of " Deewar " or Shah Rukh of " Baazigar " took to crime because they were wronged . Nowadays the Geminis and Nandas of Tamil cinema indulge in crime for the heck of it .

= = = Box office = = =

Gemini was a box office success and became the biggest hit of the year in Tamil . Made on an estimated budget of ? 40 million (equivalent to ? 110 million or US \$ 1 @.@ 6 million in 2016) , the film grossed more than ? 200 million (equivalent to ? 530 million or US \$ 7 @.@ 9 million in 2016) . The film 's success was largely attributed to the popularity of the song " O Podu " . D. Govardan of The Economic Times stated , " A neatly made ' masala ' (spice) film , with the song O Podu .. as its USP , it took off from day one and has since then not looked back " . Vikram , who was a struggling actor for almost a decade , credited Gemini as his first real blockbuster . Sreedhar Pillai said that a good story , presentation and peppy music made it a " winning formula " and declared " Gemini has been the biggest hit among Tamil films in the last two years " . However , the sceptics in the industry dismissed the film 's success as a fluke .

The film ran successfully in theatres for more than 125 days . Since most Tamil films released on

the preceding Diwali and Pongal were not successful , Gemini helped the industry recover . Outlook wrote , " Gemini has single handedly revived the Tamil film industry . " The box office collections revived the fortunes of theatres that were on the verge of closure . AVM received a letter from the owner of New Cinema , a theatre in Cuddalore , who repaid his debts with the revenue the film generated . Abirami Ramanathan , owner of the multiplex Abhirami Mega Mall , said that Gemini 's success would slow down the rapid closure of theatres from 2 @, @ 500 to 2 @, @ 000 . Following the success of the film , Saran named his production house " Gemini Productions " , under which he produced films including Aaru (2005) , Vattaram (2006) and Muni (2007) .

= = = Accolades = = =

= = Legacy = =

Encouraged by the film 's success and wide @-@ reaching popularity , Saran remade it in Telugu as Gemeni . It is the only film Saran made in a language other than Tamil . The remake starred Venkatesh and Namitha in the lead roles , while Kalabhavan Mani and Murali reprised their roles from the Tamil version . Most of the crew members were retained . Posani Krishna Murali translated the dialogues to Telugu . The soundtrack was composed by R. P. Patnaik , who reused most of the tunes from the original film . Released in October 2002 , the film received lukewarm response and failed to repeat the success of the original . In 2013 , a Kannada remake was reported to have been planned with Upendra in the lead , but he dismissed the reports as rumours .

In September 2002 , Gemini was screened as part of a six @-@ day workshop jointly conducted by the Department of Journalism and Communication and the Mass Communication Alumni Association of the University of Madras ; it focussed on the impact of cinema on society . A game @-@ based reality show for children , which was aired between 2003 @-@ 2004 , was titled " O Podu " . AVM was involved in the show , which was produced by Vikatan Televistas and directed by Gerald . The show was broadcast for 26 weeks on Sun TV on Sundays with Raaghav as its anchor . In September 2003 , physical trainer Santosh Kumar played " O Podu " among a range of popular music as part of a dance aerobics session in a fitness camp held for the Indian cricket team at Bangalore .

When Vikram was signed up as the brand ambassador of Coca @-@ Cola in April 2005 , the commercials featured him playing characters from different walks of life . One among them was a " rowdy role " , the essence for which was taken from the character Gemini . During the run @-@ up to the 2006 assembly election , Chennai @-@ based journalist Gnani Sankaran began a social awareness movement to prevent electoral fraud and named it " O Podu " as a short form of " Oatu Podu " meaning " cast your vote " . The movement urged the electorate to exercise the right to reject candidates under Section 49 @-@ O of The Conduct of Election Rules , 1961 , wherein a voter , who has decided not to vote for anyone , can record the fact . For this purpose , the people behind " O Podu " also urged the election commission to facilitate a separate button on the electronic voting machine .

During the 2010 Asia Cup , a Sri Lankan band performed " O Podu " at the India vs. Pakistan cricket match held in Dambulla . In July 2011 , Vikram inaugurated " Liver 4 Life " , an initiative launched by MIOT Hospitals to create awareness of the Hepatitis B virus . As the campaign was targeted at school and college students , the organisers tweaked the term " O Podu " into " B Podu " and made it the event 's tagline to capitalise on the song 's immense appeal . In a comical sequence in the film , Dhamu 's character claims to be an expert of a martial art form named " Maan Karate " (Maan means " Deer ") , which is actually the art of running away like a deer when in danger . The phrase became famous and was used to name the 2014 comedy film Maan Karate because whenever there is a problem in his life , the hero (played by Sivakarthikeyan) fails to face them and runs for cover instead .

= = Explanatory notes = =

