

= Pokiri =

Pokiri (English : Rogue) is a 2006 Indian Telugu @-@ language action film , written and directed by Puri Jagannadh . The film was produced by Jagannadh and Manjula Ghattamaneni by their respective production companies Vaishno Academy and Indira Productions . The film stars Mahesh Babu and Ileana D 'Cruz ; Prakash Raj , Nassar and Sayaji Shinde appear in prominent roles . The plot revolves around the life of an undercover police officer , Krishna Manohar , who infiltrates a mafia gang headed by a Dubai @-@ based don Ali Bhai , under the pseudonym Pandu .

Made on a budget of around ? 100 ? 120 million , the film 's principal photography commenced in November 2005 and lasted until April 2006 . Most of the film was shot in and around Hyderabad and Chennai , except for a song which was shot at the province of Phuket in Thailand and the city of Bangkok . Shyam K. Naidu was the film 's cinematographer , and it was edited by Marthand K. Venkatesh . The soundtrack and background score were composed by Mani Sharma .

Pokiri was released on 28 April 2006 , to positive critical feedback , and collected a distributor 's share of ? 420 million . The film grossed ? 660 million worldwide and remained the highest @-@ grossing Telugu film for three years , until it was surpassed by Magadheera in 2009 . The film was also one of the fourteen southern Indian films to be screened at the International Indian Film Academy Awards (IIFA) Film festival in 2006 . The film won four Nandi Awards and two Filmfare Awards . The film 's success catapulted D 'Cruz into stardom and brought recognition to Jagannadh as a writer and director .

The film was remade into Tamil as Pokkiri in 2007 by Prabhu Deva with Vijay and Asin portraying the lead roles . Deva remade the film into Hindi as Wanted in 2009 with Salman Khan and Ayesha Takia portraying the lead roles . In 2010 , the film was again remade in Kannada as Porki by M. V. Sridhar with Darshan and Pranitha Subhash portraying the lead roles .

= = Plot = =

In Hyderabad , two rival mafia gangs headed by Dubai @-@ based don Ali Bhai , and Narayana resort to criminal activities such as extortion , murder , and coercion for various reasons . The new commissioner of police , Sayyad Mohammad Pasha Qadri , focuses on making the city a better place by working at arresting all of them . Pandu , a remorseless gangster living in Hyderabad along with his friends , is hired by Narayana and attacks Ali Bhai 's henchmen . He later joins Ali Bhai 's gang for monetary reasons . He falls in love with Shruti , an aerobics teacher , who rejects his advances .

Shruti lives with her widowed mother and brother and her neighbour Brahmi , a software engineer , who pesters her to marry him . A corrupt police officer named Pasupathy , who works for Ali Bhai , is attracted to Shruti . He is determined to make her his mistress , undeterred by Shruti 's multiple rejections . After Pandu kills a henchman of Narayana , he is confronted by Pasupathy and is able to prevent Shruti from being molested . She meets him the next day to thank him , and Pandu introduces himself as a self @-@ employed person who undertakes any activity for money . They develop unspoken romantic feelings for each other angering Pasupathy .

Shruti 's employer , Suryanarayana , suggests that she marry the man she loves . To repel Pasupathy 's advances , she meets Pandu and proposes to him . After an attack by Narayana 's henchmen , who are murdered by Pandu , he reveals that he is a gangster and suggests that she might want to rethink her proposal . After Shruti distances herself from Pandu , Pasupathy frames her with a mock sexual assault by a few gangsters unbeknownst to her family and the other villagers . He intends this act to ruin her life and subsequently force her to be his mistress . Learning this , Pandu confronts Pasupathy and warns him that he will face dire consequences if he is found guilty of being involved .

Ali Bhai visits Hyderabad and assassinates Narayana . He meets Pandu to discuss the murder of a minister by blowing up a balloon . Pandu rejects this as it would involve killing innocents . At the same time as they are arguing , Qadri arrests Ali Bhai and tortures him . Ali Bhai 's henchmen retaliate by filming Qadri 's daughter as she is enticed into sexual activity by the minister 's son , and

release it to the media . They also kidnap her , forcing the police to release Ali Bhai . At the same time , Pandu manages to catch the gangsters who pretended to rape Shruti and she reconciles with him .

Qadri 's daughter is sedated and reveals that an undercover police officer , whose father 's name is Suryanarayana , had infiltrated the gang for some time . Ali Bhai kills Suryanarayana 's son Ajay , assuming he is the informant . However , Suryanarayana reveals that Ajay was his adopted son , and that Pandu is actually Krishna Manohar I. P. S. , his biological son , who had infiltrated his gang at Qadri 's direction . Suryanarayana is killed and Manohar forces Pasupathy to kill Ali Bhai before he initiates his plan to set off bombs across Hyderabad .

Manohar kills Ali Bhai 's henchmen one by one at Binny Mills . Ali Bhai offers Pasupathy a hefty sum to kill Manohar but his attempt fails . In a final confrontation , Manohar kills Ali Bhai by slitting his throat . Qadri 's daughter is saved and when Pasupathy tries to backstab Manohar , he is shot dead by the latter who then says , " Okkasari commit ayitte , naa maata nene vinanu " (English : Once I commit myself , I 'll never back off) .

= = Cast = =

= = Production = =

= = = Origin = = =

In 2004 , after Andhrawala 's commercial failure , its director Puri Jagannadh planned a film titled Sri Krishnudu from Surabhi Company starring Chiranjeevi in the lead role . He later decided that explaining the story to Chiranjeevi , talking him into accepting the role , and filming the movie , would be a long , tiring process . He chose instead to revive the script of Uttam Singh S / O Suryanarayana which he had written during the production of Badri (2000) . He approached Pawan Kalyan to play the lead role , but he declined it . Later , he approached Ravi Teja who agreed to play the lead ; Nagendra Babu was to produce the film . However , Teja was approached by Cheran , an award winning director , to remake the 2004 Tamil film Autograph in Telugu . Teja was eager to be involved in the remake as he liked the original very much . As a result , the production Uttam Singh S / O Suryanarayana was temporarily shelved . Jagannadh meanwhile directed and produced 143 (2004) . Teja had backed out of participating in it citing scheduling conflicts with other existing commitments . Jagannadh wanted to experiment by casting Sonu Sood in the lead role but this too failed to materialise .

On 3 November 2004 , Jagannadh met Mahesh Babu at the Taj Hotel in Hyderabad to outline the film 's plot . It told the story of Uttam Singh , an undercover police officer , infiltrating a mafia gang as a criminal , with the intention of killing its kingpin . Mahesh liked the script but suggested Jagannadh tweak the script 's backdrop to suit the Telugu @-@ speaking peoples ' sensibilities . Jagannadh agreed and also replaced the existing title with Pokiri . Mahesh wanted the film 's production to begin in 2005 allowing him to complete his current commitments . While he waited for Mahesh , Jagannadh directed Akkineni Nagarjuna in Super (2005) . While reworking the script , Jagannadh took inspiration from Marana Mrudangam (1988) and State Rowdy (1989) . Pokiri was produced jointly by Jagannadh and Manjula Ghattamaneni 's production companies , Vaishno Academy and Indira Productions respectively , on a budget of ? 100 ? 120 million .

= = = Cast and crew = = =

For Pokiri , Mahesh sported a longer hair style than in his previous films and shed five kilograms of weight . He used a new wardrobe and the same pair of shoes throughout the film . Jagannadh wanted to cast Ayesha Takia as the female lead . Due to a last minute change , the makers opted to replace Takia and considered several actresses including Deepika Padukone . Jagannadh

approached Parvati Melton to play the female lead . She declined the offer because , at that time , her parents were against her decision to become an actress . He also approached Kangana Ranaut who could not accept the role because of scheduling conflicts with the filming of her scenes in Gangster (2006) . After seeing stills of Ileana D 'Cruz in her Telugu debut Devadasu (2006) , Jagannadh signed her as the female lead since he needed a girl who looked like a teenager to play the role of the aerobics teacher .

Prakash Raj and Ashish Vidyarthi were cast as the film 's primary antagonists . Raj played a mafia kingpin and Vidyarthi played a corrupt police officer , a villain 's role he finds more fun to play than that of a hero . Sayaji Shinde and Nassar played the two other principal characters in the film . Jyothi Rana played the role of the mafia kingpin 's moll , marking her debut in Telugu cinema . Isai and Subbaraju portrayed negative roles as well , with the former also making his debut in Telugu cinema . Ali played the role of a beggar and shared screen @-@ space with Brahmanandam and Venu Madhav . Jagannadh added this trio to the film to provide situational humour . Master Bharath played the role of D 'Cruz 's brother . Mumaith Khan performed an item number in the film .

Jagannadh wrote the film 's story , screenplay and dialogue with Meher Ramesh assisting him as script associate . Though having worked with Chakri many times in the past , at Mahesh 's suggestion , Jagannadh instead chose Mani Sharma to compose the film 's music . Shyam K. Naidu was the film 's cinematographer and Marthand K. Venkatesh its editor . Chinna and Krishna were the film 's art director and executive producer respectively .

= = = Filming = = =

Pokiri was shot predominantly in and around Hyderabad , especially in the Annapurna Studios , the aluminium factory near Gachibowli , Gayathri Hills and the Golconda Fort in 100 working days , from November 2005 to April 2006 . Most of the scenes were shot in a single take though it took time for Mahesh to adjust to Jagannadh 's style of filmmaking . Chennai @-@ based stylist Chaitanya Rao designed the costume styling for Mahesh and D 'Cruz . By late February 2006 , eighty percent of the film shoot had been completed with the film 's climax and two songs remaining . This made it Mahesh 's fastest shot Telugu film with him in the lead role .

The song " Gala Gala " was shot in the province of Phuket in Thailand , and the city of Bangkok . Prior to the filming of the song " Jagadame " , Shyam K. Naidu was busy on the set of Munna (2007) and was unable to shoot it so cinematographer K. V. Guhan , who had worked on Mahesh 's Athadu (2005) , was recruited instead . The film 's climax sequences were shot in March 2006 at the defunct Binny Mills located in Chennai under the supervision of FEFSI Vijayan . He suggested that Jagannadh include a scene where Prakash Raj fails to hear anything for a while after he is hit by Mahesh during the climax sequence .

Mahesh stated in an interview that he had to shoot the film 's climax and two songs continuously for thirty @-@ eight days , adding that he had to visit a hospital to be treated for shoulder pain . During the shooting of an underwater sequence , a few electrical lights were used . The electricians changed the lines , creating a short circuit which resulted in the death of one of the unit members . Mahesh had gotten out of the pool two seconds before the accident happened which he termed a " miracle " .

= = Music = =

The official soundtrack of Pokiri was composed by Mani Sharma , with lyrics written by Bhakarabhatla , Kandikonda and Viswa . Jagannadh wanted Sharma to compose six songs , with two duets between the lead pair , three solo numbers by the male lead , and an item number . During the shoot of Sivamani (2003) , Jagannadh listened to the song " Listen to the Falling Rain " which sounded like the song " Gala Gala Parutunna Godarila " from the Telugu film Gowri (1974) . He later came to learn that the latter song was inspired by the former , and he decided to reuse the same tune with modernised instruments and different lyrics . Sharma was accused of copying the tune of the song " Jaleo " composed by Ricky Martin for the song " Devuda " sung by Naveen .

The film 's soundtrack , marketed by Aditya Music , was released on 4 April 2006 , at Hotel Viceroy in Hyderabad with Mahesh 's father Krishna attending the event as the guest of honour . Sify called the soundtrack a peppy one and chose " Gala Gala " as the pick of the album . IndiaGlitz called it a " run of the mill " album that lacks freshness . The reviewer chose " Devuda " , " Gala Gala " and " Ippatikinka " as the picks of the album , rating each 3 @. @ 5 out of 5 . Cinegoer rated the soundtrack 3 out of 5 stars and stated : " The first time you hear Pokiri , the sound of it is good ; it doesn 't start to grow on you after a while , but a few of the numbers are hummable and ring in your ears " , calling it a " mixed bag for Mani Sharma " . The reviewer chose " Dole Dole " and " Gala Gala " as the picks of the album , rating each 3 @. @ 5 out of 5 .

= = Release and reception = =

Pokiri was scheduled for a worldwide release on 21 April 2006 . Due to delays in post @-@ production activities , the film 's release was postponed to 28 April 2006 , clashing with the release of Bangaram and Veerabhadra . The film received an ' A ' (Adults only) certificate from the Central Board of Film Certification for containing obscene sequences and excessive violence . Dil Raju 's Sri Venkateswara Creations , Mallikharjuna films and Great India films acquired the theatrical distribution rights of Nizam , Ceded and overseas regions respectively . Pokiri was one of the fourteen southern Indian films that were screened at the IIFA film festival 2006 held at the Dubai International Convention Centre in Dubai , United Arab Emirates .

= = = Critical reception = = =

Reviewing the film , The Hindu wrote : " An out and out action flick , one can see the director 's thirst to cash in on the audience craze for such films . Nevertheless it 's Mahesh Babu 's show all the way . " Regarding Mahesh 's performance in the film , Y. Sunita Chowdary of The Hindu wrote : " Mahesh 's understated performance in Pokiri allows him to effortlessly reclaim the title of a star , overshadowing more questionable recent career choices " . Sify stated that Pokiri was designed as a : " mass masala extravaganza which satisfies the undemanding viewers " . The reviewer added that Mahesh 's screen presence works to the advantage of the film .

Rediff stated : " Sporting a new , rugged look , ' Prince ' Mahesh Babu has stolen the show . He carries the film on his shoulders , consolidating his winning streak after last year 's Athadu . Another highlight of the film is its well @-@ choreographed action sequences (if you can digest the violence) , which give it a slick look . " IndiaGlitz gave a positive review stating : " In Pokiri , the hero is introduced to us a ruthless baddie , part of the huge underbelly of mafia . By the time we come to the denouement , there is much twist and turn . If you like some racy action , fun , glamour and love , then Pokiri would be your kind of film . "

= = = Box office = = =

According to Sify , Pokiri took an " extraordinary " opening across the globe and was able to cash in on the four @-@ day weekend holiday . Pokiri was released in a single screen , the Jayaprada theatre in Chennai , where 98 @. @ 5 % of seats were sold putting it in second place in the city 's box office chart , which Sify called an " awesome " feat . The film completed a fifty @-@ day run on 17 June 2006 , in nearly 300 centres and had earned US \$ 350 @, @ 000 to become the highest grossing Telugu film in the United States . By July 2006 , the film had earned approximately ? 350 ? 400 million and become the highest grossing Telugu film of all time . The film earned ? 120 million in the Nizam region alone , breaking the previous record set in the region by Indra (2002) and earned approximately ? 25 million at the United States box office .

The film completed a 100 @-@ day run in 200 centres and a 175 @-@ day run in 63 centres . The film completed a 200 @-@ day run in 15 centres , and a 365 @-@ day run at a theatre in Kurnool , becoming the first Telugu film to do so in the last two and a half decades . The film was screened in Bhagiratha theatre , Kurnool for 500 days at the rate of four shows per day and collected a share of

? 6 million . In its lifetime , Pokiri grossed ? 660 million and collected a distributor share of ? 420 million at the global box office . It held that position until 2009 when Magadheera pushed it to second place after its nine @-@ day run .

= = = Awards = = =

= = Remakes = =

The film has been remade in various languages across India . The film was remade into Tamil as Pokkiri by Prabhu Deva featuring Vijay and Asin in the lead roles , and marked Deva 's debut as a director of Tamil cinema . Deva remade the film into Hindi as Wanted in 2009 featuring Salman Khan and Ayesha Takia . Wanted became the second highest grossing Hindi film of all time at that point . Pokiri was remade into Kannada as Porki in 2010 by M. D. Sridhar featuring Darshan and Pranitha Subhash in the lead roles .

= = Legacy = =

Pokiri 's success elevated Mahesh to super @-@ stardom and brought recognition to Jagannadh as a writer and director . The sequences featuring Brahmanandam as a software engineer , the comedy track of Ali and Brahmanandam , Mahesh asking D 'Cruz to give him upma at the railway station were acclaimed . The fashion trend of wearing doctor sleeves increased in Andhra Pradesh after Mahesh sported them and they continue to influence fashion even today . After the film 's release , many films were released subsequently that had titles bordering on cuss words including Jagannadh 's next film Desamuduru (2006) . Mahesh revealed that he became confused after the film 's success :

It was such a huge hit , that if someone came to me with a script , I would approach the result of the film before approaching the character . I only wanted to act in movies that were like Pokiri , I think that was a mistake . It all got to me and I felt that I needed a break from films itself . Initially , I wanted just a seven @-@ month break . I signed Khaleja after nine months , but it just kept getting delayed and the break ended up becoming a two @-@ year @-@ long holiday . But I didn 't freak out ... I relaxed for the first time in life .

Pokiri was D 'Cruz 's breakthrough film in Telugu . In June 2006 , Trade analyst Sridhar Pillai said that the Andhra Pradesh trade felt that her glamour , screen presence , and on @-@ screen chemistry with Mahesh worked to the film 's advantage . Pillai called her the " new pin @-@ up girl of Telugu cinema " . Talking about being typecast after her success in Ye Maaya Chesave (2010) as its female lead , Samantha Ruth Prabhu cited the example of D 'Cruz being typecast in similar roles after the success of Pokiri saying that it had become mandatory for her to wear a bikini in every film since .

Pokiri was parodied by several films . In Desamuduru , the character Gudumba Shankar , a saint played by Ali , is seen imitating Mahesh 's mannerism from the song " Dole Dole " . Brahmanandam 's introduction scene in the film Jalsa (2008) is a spoof of Mahesh 's introduction as a police in Pokiri . The same sequence was spoofed in the films Sudigadu (2012) where the protagonist is named Shiva Manohar I. P. S. , and also in Race Gurram (2014) . In Dookudu (2011) , Mahesh is briefly seen as a film director who makes Prithviraj and M. S. Narayana recite the dialogue " Evvadu Kodithe Dimma Thirigi mind block aipodhdho , vaade Pandugaadu " from Pokiri . The protagonist in Eega (2012) , a fly , imitates Mahesh 's mannerisms from the song " Jagadame " after injuring the antagonist played by Sudeep .