

= Riya Sen =

Riya Sen (born Riya Dev Varma ; 24 January 1981) is an Indian film actress and model . Riya , who comes from a family of actors including her grandmother Suchitra Sen , mother Moon Moon Sen and sister Raima Sen , began her acting career in 1991 as a child actress in the film Vishkanya . Her first commercial success in her film career was with Style , a 2001 Hindi low @-@ budget sex comedy directed by N. Chandra . Some of her other notable films include producer Pritish Nandy 's musical film , Jhankaar Beats (2003) in Hinglish , Shaadi No. 1 (2005) and Malayalam horror film Ananthabhadram (2005) .

Riya was first recognised as a model when she performed in Falguni Pathak 's music video Yaad Piya Ki Aane Lagi at the age of sixteen in 1998 . Since then , she has appeared in music videos , television commercials , fashion shows , and on magazine covers . Riya has worked as an activist and appeared in an AIDS awareness music video with the aim of dispelling popular myths about the disease . She also helped raise funds for pediatric eye @-@ care .

= = Acting career = =

Riya first appeared as a child artist in the film Vishkanya in 1991 , where she played the role of the young Pooja Bedi . At the age of 19 , she did National Film Awards winning director Bharathiraja 's Tamil film , Taj Mahal (2000) , which did not achieve commercial success . She was scheduled to make her Bollywood film debut in Love You Hamesha , opposite actor Akshaye Khanna ; however , the film was stalled , and she finally made her debut in N. Chandra 's Style in 2001 . This low @-@ budget sex comedy was the first commercial success in over a decade for the director . A launch pad for Riya , cast in the female lead along with fellow @-@ newcomers , Sharman Joshi , Sahil Khan and Shilpi Mudgal , the film pioneered a trend of commercial success for small budget films in India . Riya and the second female lead of the film were replaced by aspirant actresses Sonali Joshi and Jaya Seal in Xcuse Me ' .

Her next success was Jhankaar Beats , a comedy revolving around the music of legendary composer R D Burman , which saw her playing a small and glamorous role alongside Shayan Munshi , Juhi Chawla , Rahul Bose , Rinke Khanna and Sanjay Suri . Produced by Pritish Nandy , publishing director of The Times of India , the film was made on a budget of Rs . 25 million (US \$ 525 @,@ 000) , marking the sixth in a row of small to medium budget films made by Pritish Nandy Communications (PNC) . Despite being part of a wave of offbeat films that mostly failed to make an impact at the box office , it drew public attention upon its release , which led to a commercial success among a restricted audience targeted by a selective release in twenty cities . It was one of the first films made in Hinglish , a mixture of Hindi and English . In 2005 , she starred in Shaadi No. 1 , which had no female lead . This comedy , based on the theme of modern marriage , was directed by David Dhawan , a renowned film director from this genre .

Although films like Style and Jhankaar Beats succeeded commercially , most of her later films have generated less revenue . A number of them remained unfinished . While many of her appearances have been item numbers and cameos , few of her leading roles have been in low @-@ budget films . Though she had small roles in Dil Vil Pyar Vyar (2002) , Qayamat (2003) and Plan (2004) , attention was drawn to her item numbers in all three , especially the one in Qayamat that featured her in a bubble @-@ bath . Besides this , she performed another item number in James (2005) on director @-@ producer Ram Gopal Varma 's behest , who has a history of casting aspirant actress @-@ models like Sameera Reddy , Isha Koppikar and Koena Mitra in similar roles . Furthermore , she took part in a dance number for Sajid Khan 's Heyy Babyy (2007) that featured several mainstream Bollywood actresses .

= = = Non @-@ Hindi films = = =

Riya has , in addition to Hindi films , appeared in Bengali , Tamil , Telugu , Malayalam and English films . Her film career began in the earnest with Tamil films such as Bharathi Raja 's Taj Mahal , co

@-@ starring Manoj Bharatiraja in the male lead , and Manoj Bhatnagar 's Good Luck , opposite Prasanth . Both of the films failed commercially , and she had a brief reappearance in Tamil cinema only to perform in a dance number for N. Maharajan 's Arasatchi .

Her first English language movie was It Was Raining That Night , a remake of the Bengali film Hei Brishtir Raat , scripted by Sudeshna Roy and directed by Mahesh Manjrekar . In the film , she collaborated with mother Moon Moon Sen. Riya was slated to appear in Anjan Dutt 's Bengali @-@ English bilingual film The Bong Connection with her sister , but she was eventually dropped from the project and replaced by Peeya Rai Chaudhary . The two sisters were later cast together in director Ajai Sinha 's The Bachelor , a Bengali film that , as of 2008 , is yet to be finished .

Her most successful non @-@ Hindi film has been director Santhosh Sivan 's Ananthabhadram (2005) . The first Malayalam venture for both Riya and Sivan , was both a critical and commercial success . It won five Kerala State Film Awards and surfaced as one of the biggest Malayalam successes that year . She played the role of Bhama in the film , a village girl who is lured by Digambaran , the evil magician portrayed by Manoj K. Jayan . In a song @-@ and @-@ dance sequence showing Digambaran turning Bhama into a medium for demonic rituals , the choreographer Aparna Sindoor made abundant use Kathakali movements . The use of Kathakali has been a high point in the resurgence of the classical dance form in other major Indian films as well , including Shaji Karun 's Vanaprastham (1999) and Adoor Gopalakrishnan 's Kalamandalam Ramankutty Nair (2005) . She made her Telugu Debut with Nenu Meeku Telusa ... ? , in which she was paired opposite Manoj Manchu .

In 2012 Sen won the Star Guide Award as best actress for her performance in Noukadubi .

= = Modeling career = =

Riya became a popular model when she appeared in numerous music videos for songs by popular singers , including Falguni Pathak 's Yaad Piya Ki Aane Lagi (alternative title : Chudi Jo Khankayi) , Asha Bhosle 's Jhumka Gira Re , Jagjit Singh and Bhosle 's Jab Samne Tum and Kahin Kahin Se , Lata Mangeshkar , Bhonsle and Singh 's Dil Kahin Hosh Kahin , Sonu Nigam 's Jeena Hai Tere Liye and Shaan 's Sutta Maro . She shot for her first music video , Yaad Piya Ki Aane Lagi , at the age of sixteen . This led to her being identified primarily as a performer for music videos early in her career , an image she aimed to shed in 2005 . Riya has appeared on several magazine covers , including Femina , Elaan , Man 's World , Gladrags , Savvy and Indian versions of Elle , Maxim and Cosmopolitan , as well as on the ramp of major fashion shows like Lakmé Fashion Week (2005 ? 07) and Wills Fashion Week (2006 ? 2007) . She participated in fashion shows along with her elder sister , Raima Sen. Besides modelling , Riya has ventured into the advertisement world as well . A high point of her modelling career came in 2006 , when she became the soft drink , Limca 's brand ambassador , replacing Deepika Padukone . Her other notable assignments include Colgate , Dabur Vatika , Reliance Industries , Cadbury Dairy Milk Chocolate , and Nirma .

In 2004 , she was featured partially nude in leading Indian photographer Dabboo Ratnani 's annual calendar , which is a major happening in the Indian glamour industry . According to Daboo , " Her mother saw it much later , after the calendar released . She thought it was too sexy , and Riya shouldn 't have done it . But the response to the photograph was superb . Riya was so thrilled that for her next ad campaign , she asked me to light her up like I did in this . " A career highlight for the model , it led to a three @-@ year contract with Ratnani to feature her on his annual calendar . She is the only female face to be featured on the calendar for five consecutive years (2003 ? 07) .

= = Personal life and family = =

Born on 24 January 1981 in Kolkata , West Bengal , Riya is the daughter of Moon Moon Sen , a former actress , and granddaughter of Suchitra Sen , a legend in Bengali cinema . Before leaving for Mumbai , she lived in Kolkata with her parents and sister Raima Sen , also an actress . Her father Bharat Dev Varma is a member of the royal family of Tripura . Her paternal grandmother , Ila Devi , was the princess of Cooch Behar , whose younger sister Gayatri Devi was the Maharani of Jaipur .

Her paternal great @-@ grandmother Indira was the only daughter of Maharaja Sayajirao Gaekwad III of Baroda . Riya 's maternal great @-@ grandfather Adinath Sen was a prominent Kolkata businessman , whose father Dinanath Sen ? a relative of former Union Law Minister Ashoke Kumar Sen- was the Diwan or a Minister of the Maharaja of Tripura . The sisters are credited on @-@ screen under their mother 's maiden name , although their official papers carry the surname Dev Varma .

Riya completed her schooling at Loreto House and Rani Birla Girls ' College (a University of Calcutta affiliate) , both in Kolkata . Thereafter , she studied at the National Institute of Fashion Technology , and she took up jewellery @-@ designing as a hobby . She designs most of the clothes that she wears in films and commercials . Riya is trained in Kathak and is still pursuing it under Vijayshree Chaudhury . She is taking kickboxing lessons and has completed Level I of the 5 levels in belly dancing . Riya entered the film industry through small @-@ time modelling assignments , commuting between Mumbai and Kolkata and travelling by public transport during her early career . After breaking into the film industry , she shifted from her mother 's house in Ballygunge Circular Road in south Kolkata to Mumbai . There she moved into the family house in Juhu , where she stays with her sister .

Riya has suffered a number of untimely incidents . During the filming of Shaadi No. 1 in France , she was knocked unconscious after being accidentally run over by a stuntman 's motorbike , but she was not seriously injured . Shortly before the release of Silsila , in which she starred opposite her boyfriend Ashmit Patel , a 90 @-@ second video clip was circulated through Multimedia Messaging Services and the internet , showing the pair in compromising situations in a hotel bedroom . This was one of a number of controversies that erupted when celebrities were caught in similar situations using cameraphones . Following this incident , the couple split up , although Riya denied that she was the girl in the MMS clip . One commentator claimed that the footage was an orchestrated publicity stunt . In 2007 , she underwent a brief detoxification session in Bangkok for addiction to chocolate .

= = = Public persona = = =

Riya 's on @-@ screen performances have established her as a bold youth icon in India . Since entering the film industry , she has gained attention for wearing a bikini in Shaadi No. 1 and sharing on @-@ screen kisses with co @-@ stars Ashmit Patel in Silsila and Sharman Joshi in Style , respectively . Such performances garnered negative attention because of the relatively conservative outlook of Indian cinema at that time and her own statements about such practices . In 2008 , Riya Sen was also linked to author Salman Rushdie . Before becoming a film star , she had a reputation for partying , which started at the age of fifteen . Riya 's public persona is compared to her mother Moon Moon , who was seen as a sex symbol of her time , while her sister Raima is mostly compared to their grandmother Suchitra .

Although her film career has yet to achieve large @-@ scale success , Riya has generated considerable media attention . She was ranked ninth on Femina 50 Most Beautiful Women , published in the magazine 's September 2007 issue . She was a jury member for the 2008 Final of the Mr. India contest . Riya appeared in Haath Se Haath Mila , an HIV / AIDS awareness music video . She made charity appearances at McDonald 's India to raise money for paediatric eye @-@ care during World Children 's Week (14 ? 20 November) in 2003 .

= = Filmography = =