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External links Aagadu on IMDb Excerpt from 22014 film directed by Sukumar 1: NenokkadineThe archival release posterDirected bySukumarProduced byRam AchantaGopichandAchantaAnil SunkaraWritten bySukumarJakkla HariprasadaarringMahesh BabuKriti SanonMusic by Devi Sri RathnaveluEdited byKarthika SrinivasProductioncompany 14 Reels EntertainmentDistributed byEros InternationalRelease date 10 January 2014 (2014-01-10)[10 1] Duration177 minutes (theatrical version) 1 CountryIndiaLanguageTeluguBudget₹700 million[2] 1: Nenokkadine (transl. 1: Je am alone) is a 2014 Indian film based in sgu psychological action thriller. [3] Produced by Ram Achanta, Gopichand Achanta and Anil Sunkara as 14 Reels Entertainment and distributed by Eros International, the film stars Mahesh Babu and Kriti Sanon who debuts, in the lead roles. Nassar, Pradeep Rawat, Kelly Dorji and Anu Hasan appear in supporting roles. Babu's son, Gautham Krishna, made his debut in the film as a younger version of the protagonist. 1: Nenokkadine revolves around the search by Gautham (a schizophrenic Indian rock musician missing 25 percent of the gray matter from his brain) for his parents, who he says were murdered by three men. Sameera, a journalist, convinces him that he is an orphan and hallucinating. When Gautham kills one of the imaginary men for his psychological satisfaction, he realizes that the dead man is real and leaves for London to find his roots and the other two men behind the death of his parents. Produced on a budget of ₹700 crores, 1: Nenokkadine was released on January 10, 2014 on about 1500 screens during the season of the Makar Sankranti festival. More than \$1.327 million, 1: Nenokkadine is the fourth most-reported Telugu film at the U.S. box office at the time. The film won three awards out of eight nominations (the 4th South Indian International Movie Awards and two awards at the 11th CineMAA Awards. Plot Gautham is a schizophrenic Indian rock musician who lacks 25 percent of his grey matter. He is hallucinating a mysterious person he believes to be one of his parents' three murderers. As a child, Gautham was convinced that he was an orphan and assumed that his parents had died; he doesn't remember their names or what they looked like. At one of his concerts, Gautham sees one of the three men and pursues him. Sameera, a journalist at the concert, films Gautham fighting his imaginary opponent. Gautham surrenders to police after killing the man, admitting that he killed three men: one a Belfast, one in Pune and one earlier in Hyderabad. He was released after Sameera aired the video on television. According to his doctor, if Gautham can hallucinate a person other than the three men, he can be treated. Gautham's going to Goa on vacation. Sameera stalks him, convincing him that two people are stalking him; a journalist who wants to interview him (imaginary), and a person pretending to be his fan (real). Gautham begins to fall in love with Sameera. He saves her from a group of people who are trying to murder her; on a remote island together Gautham learns the truth behind the imaginary fourth person and writes Sameera as a troubled journalist. By the time he learned of Sameera's intentions, she left for Hyderabad; Gautham's after her. In Hyderabad, Gautham accidentally spoils Sameera's birthday plans, infuriating him. Although he is convinced that he has made an enemy to face being orphaned, a mysterious person tries to kill Sameera. Gautham saves her and proposes the marriage, which she accepts. Sameera learns that the mysterious person is Antonio Rosarios, a Goa-based crime boss who wants to kill her because she tried to expose the presence of hydrogen cyanide in the seeds sold by Rosarios' company, AG1. Gautham meets Rosarios in the lobby of the Sameera office building. Assuming he's an illusion, he shoots Rosarios in his head. By the time Gautham realizes rosarios is real that he is dead, and Gautham learns that his parents have been murdered. He catches an elderly taxi driver who was stalking him (one of the three men he imagined), and learns that two London-based Indians (including Rosarios) have killed his parents; his father gave the taxi driver a bag to give Gautham. In the bag is an old Rubik's Cube, a key and a British coin. Gautham and Sameera travel to London, where they and their driver Gulaab Singh escape an attempted murder; Gautham's manager, Michael, is killed. The Rubik's Cube, when resolved in a certain way, reveals a safe number in which Gautham finds a sample of preserved rice. After escaping another attempted murder in a he evades the police and the two men with the help of Sameera and Singh. One of the men, a fan, seeks revenge on his father (one of the other murderers, according to the elderly old taxi who was killed by Gautham in Belfast when he performed there. Gautham learns that the elderly taxi driver he met previously is a businessman and murderer; the person struck by the businessman's car in Gautham's presence was the real and innocent taxi driver. Gautham and the businessman clash, and the businessman says he and Gautham's father were good friends and other scientists. They worked on growing golden rice, a variety that could grow in all weathers. When Gautham's father refused to sell it for free worldwide distribution, the businessman and Rosarios killed his parents. When he refuses to tell Gautham about his parents, Gautham kills him. On the way to the airport, Gautham walks past the school he attended and hears children singing a rhyme. It reminds him of a similar rhyme he learned from his mother, and he remembers returning home. At home (a dilapidated villa), Gautham finds a picture of his parents, Chandrasekhar and Kalyani. Later, he introduced the rice variety at a global convention as The Second Green Revolution, and the film ended with Gautham standing in his golden rice field. Cast Mahesh Babu as Gautham Kriti Sanon as Sameera Anu Hasan as Kalyani, Gautham Anand's mother as Chandrasekhar, Nassar, Gautham's father, is businessman Kelly Dorji in the name of Antonio Rosarius Pradeep Rawat in the name of taxi driver Sayaji Shinde in the name of Inspector John Baadshah Posani Krishna Murali in the name Gulaab Singh Srin In: Naveen Polishetty, Baadshah's subordinate, like Naveen, delighted Varma, the son of the taxi driver, as Michael Surya in that of Gautham's doctor, Amit Tiwari, as the henchman of businessman Banerjee in that of Same era boss Sophie Choudry as article number London Babu Gautham as young Gautham (cameo appearance) Production development After completing 100% Love (2011) , Sukumar began working on a psychological thriller with Mahesh Babu in mind as the protagonist because he felt Babu had a universal appeal. An incident in which a bus driver spoke of a young boy who said his parents had been murdered on his bus became the basis of the story. Babu met Sukumar on the set of Businessman (2012) in Goa, and listened to the script for 25 minutes. Although Sukumar could not describe the story well in the noisy restaurant, Babu agreed to appear in the film in half an hour. Sukumar worked on 1: Nenokkadine's script for two months, [7] and considered his dream project. Ram Achanta, Gopichand Achanta and Anil Sunkara of 14 Reels Entertainment, who produced Babu's Dookudu (2011) and Aagadu (2014), agreed to produce 1: Nenokkadine after producing the scenario. Asked about his frequent collaboration with them, Babu said that Sukumar clearly indicated the risk of budget escalation and longer production and stated that he and Sukumar could be considered criminals if it was produced by someone else. Sunil Lulla and Andrew Hefferman were credited as co-producers, and Koti Paruchuri was his. The film, presented on February 12, 2012 in Hyderabad [10] received its title in May 2013. Casting Kajal Aggarwal (left) was initially signed as female leader [12] but was replaced by Kriti Sanon (right) due to scheduling problems. 1: Nenokkadine was the first of Sanon. Babu agreed to be fit and healthy, as the film focused on action scenes. He followed a 12-week Dynamic Transformation Plan (DTP) supervised by Kish Gethin, developing his abdominal muscles and losing weight. Babu then followed a Yoda Three (Y3T) training regimen, supervised by Neil Hill, further developing his muscles. [15] Her stylist, Ashwin Malwe, said her appearance and style would be sophisticated and chic in the film. [16] Sukumar had Babu wear glasses, as the director felt that the audience tended to regard a bespectacled character as perfectionist and positive, and the actor's hairstyle was changed. Tamannaah was considered for the female lead role, since the producers were impressed with her performance in 100% Love. [17] She declined the offer, citing scheduling conflicts.[18] and the Producer's Council told her not to sign up for new films until she had completed her current assignments. After auditioning two actresses, Sukumar chose Kajal Aggarwal in March 2012 as the female leader. She was replaced by Kriti Sanon in October 2012 due to scheduling conflicts. Sanon signed for Heropanti (2014) after completing a filming schedule for 1: Nenokkadine, and split his time between the films. Sanon, who has been involved in several action scenes filmed on the sea, was worried about a scene in which Babu took her from a yacht because she could not swim. Babu's son, Gautham Krishna, was chosen to play the younger version of the protagonist in his Telugu film debut. According to Sukumar, Gautham looked like what the actor did as a child. When the director approaches Babu and his wife, Namrata Shirodkar, Gautham Krishna is only six years old and they are worried. His introductory scene was filmed in silence by Peter Hein, as the boy was afraid of gunfire. [24] Naveen Polishetty played a supporting role as Babu's friend in the film.[24] and Vikram Singh was signed as an antagonist. Nassar, Pradeep Rawat, Kelly Dorji, Sayaji Shinde and Anu Hasan are actors in other supporting roles. Jacqueline Fernandez was approached to perform an article number in the film, but the producers failed to make a deal and instead signed Sophie Choudry after seeing her performance in Aala Re Aala of Shootout at Wadala (2013). For his first song turlu, Choudry joined the set of the film in September 2013. Sukumar said of the article number: This is the film of a and it should reach all. Article numbers are common these days and people expect to see them. The situation was that Babu had to go to a pub to get information about the person he was looking for. So there was an opportunity to put an article number. [5] Crew Devi Sri Sri (left) and R. Rathnavelu (right) were signed as music composer and director of photography. Rathnavelu, who returned to Telugu cinema after a seven-year absence,[28] compared the film's aesthetic challenges to Enthiran (2010). R. Rathnavelu, who collaborated with Sukumar on Arya (2004) and Jagadam (2007), was the film's cinematographer upon his return to Telugu cinema after seven years. Rathnavelu called the film the most aesthetically difficult and compared it to Enthiran (2010), which he considered his most technically the hardest film. He created the film's visual style in a week[2] with a variety of cameras, such as Red Epic, Body Rigs, Doggies and an underwater camera. For the holiday, Rathnavelu went from chrome to black and white to full color in sync with the mood of the story. Rathnavelu had to deal with the protagonist's mood swings and hallucinations, reproducing scenes with minor differences. The film was shot in locations with a variety of climates, and new technical teams were hired in those locations. Sukumar said: We looked at the technicians of the world and saw them working and can use everything we have learned and called it a new learning experience again [sic]. Sukumar's usual composer, Devi Sri Prasad, was chosen for the soundtrack and score of the film in Prasad's first babu film. He went through the script and discussed it with Sukumar, who felt that Prasad translated his vision into the background score. Prasad completed the second half of the film in four days. The father of the journalist Smrithika Thuhina, 11, was associate director of the film, and Prasad sent him the of the rhyme with several leaves of the scene; his daughter wrote the lyrics of the rhyme. P. Madhusudan Reddy is the film's audioographer. Peter Hein choreographed 1: Nenokkadine's action sequences [5] and Prem Rakeshith choreographed his songs. Jakkra Hari Prasad and Palnati Surya Pratap worked on the film's history, and Y. K. Arjun, Thota Srinivas and Polluri Venkateswara Rao developed the screenplay. Jeremy Zimmerman is credited with the screenplay, assisted by Sunil Madhav. V. Srinivas Mohan was 1: Nenokkadine's visual effects producer [9] and R.C. Kamalakannan and Adel Adili's makuta visual effects company worked on the film. Karthika Srinivas is the editor-in-chief, assisted by Siva Saravanan. [9] Filming 1: Nenokkadine, filmed in London (top) and Belfast (bottom) for 60 days, is the first Telugu film to be shot in Belfast. The main photography began on April 23, 2012, with the filming of who R U? starring Babu and Aggarwal supervised by Prem Rakeshith on a set at Annaapurna Studios in Hyderabad. [37] Six hundred models are played in the song, and about 2,000 participated in the filming. After its completion, an action sequence was filmed. The first filming schedule ended, and Babu returned to the set of Seethamma Vakitlo Sirimalle Chettu (2013). [40] The second calendar has begun May 31, 2012 on house and colony sets at Saradhi Studios in Hyderabad, including scenes with Babu and others. Scenes of Babu at the police station were also part of the schedule. [42] Since the actor had allocated a block of time to Seethamma Vakitlo Sirimalle Chettu. 1: The filming of Nenokkadine was delayed. When the first one is about to be completed, he returned to work on the 1st. Nenokkadine at the end of September 2012 in Hyderabad. Filming continued in Goa in mid-October, after a four-month hiatus, and a song with Babu and others was shot in late October. Goa's schedule ended on November 1, with half of the filming completed. Babu took a break to promote Seethamma Vakitlo Sirimalle Chettu, back on set on January 23, 2013. The next filming schedule, which began on March 18, lasted three weeks. [47] Night scenes focusing on Babu and others were filmed in Kukatpally in mid-April. The next calendar, which began on June 18, filmed in London and Belfast for 60 days. At Causeway Pictures in Northern Ireland, Nenokkadine was the first Telugu film to be shot in Belfast. Conrad Palmisano, Hollywood's stunt coordinator, overrules the stunts of Babu and others. Rathnavelu called the action scene in a London car park one of the most satisfying things he had ever done. The scene takes place during a power outage, with the headlights of the motorcycles charging the protagonist's only sources of light. To film the scene, Rathnavelu used LED lamps and three torches; smoke was pumped into the air to create a backdrop. When scenes were filmed on one of London's three main bridges, traffic was halted on both sides of the bridge for more than eight hours. [8] After London, filming continues in Bangkok in August 2013[53] and Hyderabad in September; some scenes were filmed in and near the Banjara Hills. The last filming schedule began in Bangkok in early October 2013, with action scenes supervised by Peter Hein. The remaining dialogue scenes were filmed in Bangalore in mid-October 2013. [56] They were completed at the end of November, and the last song was filmed in Mumbai. [57] Main photograph wrapped at the end of December 2013. Sukumar began working on 1: Nenokkadine's script after finishing 100% Love (2011), making a bus driver story about a boy who claimed that his parents were murdered on his bus from the base of the film. R. Rathnavelu was director of film photography, and Karthika Srinivas his publisher. Devi Sri Prasad composed the soundtrack and background score. Nenokkadine was introduced on February 12, 2012 and the main photograph, which began on April 23, 2012, was December 2013. It has been shot in London, Belfast, Bangkok and Indian cities such as Hyderabad, Mumbai, Goa, Chennai and Bangalore. Music 1: NenokkadineSoundtrack album by Devi Sri PrasadReleased December 2013Recorded2013GenreFeature soundtrack of the filmLength23:50LanguageTeluguLabelAhari MusicProducerDevi Sri PrasadDevi Sri PrasadPrasad Babu (2013) 1: Nenokkadine (2013) Veeram (2013) The soundtrack of five songs from the film was composed by devi Sri Prasad, Sukumar's regular collaborator, with lyrics by Chandrabose. Lahari Music acquired its marketing rights for ₹ 310 million, which is a record for a Telugu film. The album was released on December 7, 2013 with a promotional event at Shilpakala Vedika in Hyderabad. The event, watched by 14,500 people, was presented live in 24 theaters across Andhra Pradesh and Telangana and was the first Indian soundtrack release event shown live in theaters. The rhyme of the film's climax was released separately on January 23, 2014. [63] Track List All lyrics written by Chandrabose.No. TitleArtist(s)Length1. Who are you? Devi Sri Prasad4:53.2. aw Tuzo Mogh KortaNeHa Bhasin4:23. 0 Sayonara SayonaraSooraj Santhosh, M.M. Manasi4:44.4. You are My LoveDevi Sri Prasad, Piyush Kapoor4:34.5. London BabuPriya Umesht5:16Tach Total23:49Reception The audio received a positive response from the critics. Cinecore.com noted 3 out of 5 stars: We remember DSP's messages on his Twitter page when the film was signed and the kind of music he was going to try in the film, the album could stand out as a major disappointment. On the other hand, if people like us understand that DSP could do best and keep expectations in check, this could pretty much satisfy the long wait. IndiaGlitz scored 3.25 out of 5, stating: An album with intense and playful songs is a real Sukumar-DSP product, with significant lyrics. Special congratulations to Chandrabose for giving us some of the memorable lines. The choice of an eclectic range of singers allowed DSP to give a special feel to his album. [65] Release 1: Nenokkadine was released worldwide on January 10, 2014 on about 1,500 screens. [52] at about the same time as 'Yevadu' (which was released two days later). The film is Babu's third consecutive release during the Makar Sankranti festival season, after Businessman in 2012 and Seethamma Vakitlo Sirimalle Chettu in 2013. Eros International acquired its global distribution rights for ₹ ₹720 million, and was released and distributed by 14 Reels Entertainment. [67] 1: Nenokkadine has been released on 900 screens across Andhra Pradesh and Telangana. Including multiplexes, 108 screens were reserved in Hyderabad[68] and there were 600 screenings on the day of the film's release. It broke the record held by Attarintiki Daredi (2013), which had been published on 100 screens in Hyderabad. Reels Entertainment released the film in audio format auro 11.1 cinema, supported by Barco. The distribution rights for Karnataka were sold to RNR Films, which had distributed Dookudu in for ₹ \$450 million. [71] 1: Nenokkadine was released on about 200 screens abroad, a record for a telugu film. In addition to the United States and the United Kingdom, the film was released in Australia, the Switzerland, Malaysia and Germany. it was the first telugu film released in Ukraine. [68] When the reaction to the length of the film was mixed, the producers reduced its running time from 169 to 149 minutes. [73] 1: Nenokkadine had its world television premiere on June 8, 2014 on Gemini TV.[74] with a TRP rating of 7.32. The film was dubbed in Hindi as 1: Ek Ka Dum that year,[76] and in Malayalam and Tamil as well in 2015. [77] [78] [79] Marketing A mobile app was released on November 27, 2013 on Google Play and then on iOS: 1: Nenokkadine's first look, posters, video promos and other promotional materials were published via the app. On December 7, 2013, users could download the movie's soundtrack and purchase tickets in bulk prior to release. [80] Its digital-media marketing was managed by Sharath Chandra, Anurag and Rohita of First Show Digital. The digital campaign placed third at the 2014 Indian Digital Video Awards in Mumbai, surpassing that of Krishi 3. It accounted for 15 percent of the total promotional activity, influencing the sale of 7,500 tickets on the day of the film's release. 1: Nenokkadine's YouTube channel has had 12 million views; on Facebook, its page has received 130 million views, reaching 40 million users and engaging 3.9 million people. The film's audio teaser was released on December 3, 2013, a few days before the audio launch. The film's theatrical trailer was released on December 25, 2013. [83] South Indian actress Samantha Ruth Prabhu had a Poster of Sanon crawling behind Babu's regressive, triggering a reaction on Facebook & Twitter from Babu fans. [85] Actor Siddharth and filmmaker Sekhar Kammula shared his view, receiving a similar response.[85] and filmmaker Pritish Nandy said the poster was gross and regressive. Sukumar later removed this sequence from the film to avoid further problems, although the Central Board of Film Certification did not object to its inclusion. [87] Critical Response Reception 1: Nenokkadine received mixed reviews from critics. According to The New Indian Express, its audience was seized by the entire film, but not for the right reasons: Ending with the announcement of a second green revolution and the pursuit of a legacy of food utopia, you want the film to continue with schizophrenia and end in an asylum. [89] Karthik Pasupulate of the Times of India gave the film three out of five stars: The format [of the Telugu cinema] of six songs, five fights and loads of entertainment and melodrama makes it impossible to adapt hollywood-style racy thrillers. [90] Karthika Rajamani of Rediff described the film as excessively long, with repetitive scenes and slow and slow narration, and a feeling who settles down after a point: However, Rajamani praised the performances of the main actors. Sify gave the film 2.75 stars out of five: In 1 Nenokkadine, the individual sequences are cool, but you can't say the same if you see it in its entirety. Aside from mahesh Babu Babu performance, the film player is completely off the track. He's disappointed. [92] Suresh Kavirayani of Deccan Chronicle gave the film 2.5 out of five stars: To tell it online, the film fell short of expectations and disappointed moviegoers, especially Mahesh Babu fans. Kavirayani called Rathnavelu's cinematography a saving grace, praising the leading duo's performances. IndiaGlitz also gave 1 Nenokkadine 2.5 stars out of five, saying that the film had the ability to tank without a trace if mahesh Babu's character did not come with a difference; the actor looks at this painful man every bit, expressing intense emotions without much effort. Sangeetha Devi Dundoo of The Hindu writes: How often can we watch a telugu film where the audience, along with the protagonist and supporting characters, is also required to think and distinguish events that take place in real and imaginary spaces? and calls 1 Nenokkadine a film visually stunning. [95] Sidhar Vivan of Bangalore Mirror gave the film 3.5 out of five stars: While the film attempts a sophisticated or reformed revenge saga, we must see if 1 Nenokkadine works at the box office. If so, it's a good sign for Telugu cinema. A. S. Sashidhar of the Times of India wrote: The first half of 1: Nenokkadine is good and will keep you wanting more. The story has some interesting twists, in the second half also to keep the audience glued to the screen, and Sukumar should be commended for his superb attempt in choosing to make a film that has not been explored in the Telugu films. Shekhar of Oneindia called the film a brilliant psychological thriller. The first half of 1: Nenokkadine is excellent and will impress all classes of the audience. A few sentimental scenes slow down the pace of the film and the narration in the second half. But the stunning climax that lasts 15 minutes will make up for it. The audience will surely come out of the theatre with a satisfied heart. Box Office 1: Nenokkadine earned a distributor share of ₹84 million at the AP-Nizam box office on the first day [99] and ₹124 million during its opening weekend. [100] Its box office opening total in the United States was \$947,000 (\$58.2 million dollars), which commercial analyst Taran Adarsh called a glorious beginning[100] and one of the best openings ever of an Indian film. [101] 1: Nenokkadine passed the ₹184 dollar mark in three days, the seventh film Telugu (and Babu's third, after Dookudu and Seethamma Vakitlo Sirimalle Chettu) to win a million dollars. In its fourth and fifth days, the film earned a share of ₹32.5 million dollars, which AP-Nizam box office, for a total share of about ₹150 million. [103] At the end of 1: The week of Nenokkadine, it had won a distributor share of ₹181 million at the AP-Nizam box office, ₹21 million in Karnataka and ₹9 million in the rest of India. The total global box office for the first week of the film ₹ 252 million euros. [104] In ten days 1: Nenokkadine brought in more than \$1.27 million in the United States, the fourth richest telugu film in this country. [105] The film earned a distributor share of approximately ₹₹289 million, out of a budget of ₹₹,700 million. [2] [106] Acllades Ceremony Category Nominee Result Best. 62nd Filmfare Awards South Filmfare Award for Best Playback Singer - Telugu Neha Bhasin (for aw Tuzo Mogh Korta) Nominated [107][108] 4th South Indian International Movie Awards SIIMA Award for Best Actor (Telugu) Mahesh Babu Nominated [109][110] SIIMA Award for Best Cinematographer (Telugu) R. Rathnavelu won the award for Best Dance Choreographer - Telugu Prem Rakeshith (for You're My Love) Named Best Combat Choreographer - Telugu Peter Hein won the SIIMA Award Best Music Director (Telugu) Devi Sri Prasad Nominated SIIMA Award for Best Male Playback Singer (Telugu) Devi Sri Prasad (for Who R U?) Nominated SIIMA Award for Best Female Reading Singer (Telugu) Neha Bhasin (for aw Tuzo Mogh Korta) Won Best Debutante Actress - Telugu Kriti Sanon Nominated 11th CineMAA Awards for Best Actor (Jury) Mahesh Babu Won [111] Special Music Award Devi Sri Prasad Won References - a b It's a win-win Sankrant The Times of India. January 5, 2014. Archived from the original on January 17, 2016. Recovered on January 17, 2016. a b c Shivakumar, S. (May 16, 2014). Painting magic. The Hindu. Archived from the original on June 7, 2014. Recovered on January 18, 2016. 1 NENUOKKADINE (2013) British Board of Film Classification. Archived from the original on July 17, 2019. Recovered on July 17, 2019. Mahesh Babu's son shoots for '1: Nenokkadine'. CNN-News18. Indo-Asian news service. Archived from the original on July 17, 2019. Recovered on July 17, 2019. Rajamani, Radhika (January 15, 2014). 'Mahesh Babu immediately agreed to do 1-Nenokkadine'. Rediff. Archived from the original on September 14, 2015. 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