



TAMIL FILM ACTIVE PRODUCERS ASSOCIATION

TAMIL CINEMA TRADE GUIDE

A Ready Reckoner on Tamil Cinema

Issue - 17/2025

August 2025


DREAM WARRIOR PICTURES



SURIYA

Karuppu

WRITTEN & DIRECTED BY
R J B

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Tamil Film Active Producers Association

Regd. No. SRG/Chennai South/250/2020 under Tamil Nadu Societies Registration Act 1975



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TAMIL CINEMA TRADE GUIDE IS A KNOWLEDGE RESOURCE

Tamil Cinema Trade Guide from TFAPA serves as a knowledge resource for anyone associated with the Tamil film industry and is sent to as many people associated with the industry as possible. Its reach is widening with each issue, and we at TFAPA ensure it is sent to everyone keen to learn about Tamil Cinema.

This monthly Trade Guide presents various details about the industry, including New Tamil Film releases for the month, important happenings like new film poojas, informative articles analyzing the developments during the month, Ormax Media report on All-India Box Office, Tamil Cinema Box Office, New Tamil films expected to release in the coming months and details of Lead Actors with their forthcoming film details for Producer members to know the film commitment of each actor, that may help to approach them suitably.

The Trade Guide is distributed freely to all members of TFAPA and everyone associated with Tamil Cinema in some way. We welcome any suggestions or feedback to improve the content of the Trade Guide. Members of TFAPA can also contribute their articles or any learning to feature in the trade guide. You can write to us... for any support required from TFAPA.

Visit: www.TFAPA.com; Contact: tfapa2020@gmail.com

G. Dhananjeyan, Editor - Publisher

This is an update on the initiative taken by TFAPA to bring in regulations on the targeted attack and reviews by a few Online Reviewers. This initiative was only against a few YouTube Reviewers who spread negativity and attacked selective films of popular actors. However, TFAPA respects the verdict of Madras High Court, which stated that it is 'Impractical' to ban online reviews. Many popular actors, including Vishal, have recently requested not to carry reviews for the first three days. TFAPA leaves the matter for now and expects reviewers to restrain themselves from carrying out targeted campaign against any film in the future.

Restrictions on Film Reviews – Madras High Court's Decision



Three-day ban on online reviews after film release impractical: HC





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Thalaivan Thalaivii brings back audiences to Theatres in July 2025

Tamil Cinema was facing a huge challenge at the Box Office during June-July 2025 period with most films collecting lesser than their potential and Hollywood films doing better than Tamil films. This draught in collections for Tamil Cinema ended with a huge opening achieved by *Thalaivan Thalaivii* released on 25th July, directed by Pandiraj, starring Vijay Sethupathi and Nithya Menen, produced by Sathya Jyothi Films. This family entertainer has earned ₹25 crore in Tamil Nadu in its first weekend itself and in life time expected to gross more than ₹50 - 60 crore. *Maareesan*, starring Fahadh Fasil and Vadivelu received very good appreciation and is earning decent collections.

July 2025 witnessed as many as 24 new films (**shockingly 10 films released on 18th July**), and year-to-date, Tamil Cinema had 152 film releases, which is much more than Jan-July 2024 releases of 137 films. Out of these 152 films,

Madha Gaja Raja, Dragon, Kudumbasthan, Fire, Murmur, Perusu, Good Bad Ugly, Retro, Tourist Family, Maaman, Kuberaa (mainly due to good response for Telugu version), *DNA, Maargan, 3 BHK, Paranthu Po, Thalaivan Thalaivi* and *Maareesan* can be termed as commercial successes. **17 films working at the box office out of 152 is an 11% success rate of films, which is low and poses a challenging situation for the film industry.** Producers need to be cautious on the subject and budget of their new films, as the success of small-budget films is rare and limited, as per the details presented here regularly.

The list of 24 new films released in July 2025 along with details of Satellite channels and OTT platforms that acquired these films so far are presented below. More out of these new releases may be acquired by satellite channels and OTT platforms in the coming months and will be updated.

S.No	Date	Film Title	Production Banner	Director Name	Lead Actor	Theatre/ OTT Release	Satellite rights	OTT rights	Genre
1	04-Jul	3 BHK	Shanthi Talkies	Sri Ganesh	Sarathkumar-Siddharth	Theatre	Vijay TV	Amazon Prime	Family
2	04-Jul	Paranthu Po	Jio Hot Star - Seven Hills Seven Seas Production	Ram	Mirchi Shiva	Theatre	Vijay TV	HotStar	Family
3	04-Jul	Phoenix - Veezhan	AK Braveman Picturess	Anl Arasu	Surya Sethupathi	Theatre			Action
4	04-Jul	Akkenam	A & P Groups	Uday Kumar	Keerthi Pandian-Arun Pandian	Theatre			Thriller
5	04-Jul	Kuyili	BM Film International	P. Murugasamy	Lizzie Antony	Theatre			Realistic
6	04-Jul	Anugrahan	Sakthi Cine Productions Pvt. Ltd.	Sundar Krish	Vijay Krishna	Theatre			Family
7	11-Jul	Oho Endhan Baby	Vishnu Vishal Studioz	Krishnakumar	Rudra	Theatre		NetFlix	Love
8	11-Jul	Desingu Raja 2	Infinity Creations	Ezhil	Vemal	Theatre			Comedy
9	11-Jul	Thottram	Elango Cine Creations	A. Tamil Selvan	Ila Bharath	Theatre			Love
10	11-Jul	Mrs. and Mr.	Vanithaa Film Productions	Vanitha Vijayakumar	Robert Master	Theatre			Adult
11	11-Jul	Maayakoothu	Rahul Movie Makers	A.R. Raghavendran	Nagarajan Kannan	Theatre			New Age
12	18-Jul	Jenma Natchithiram	Amoham Studios - White Lamp Pictures	B. Manivaraman	Thaman Akshaan	Theatre			Thriller
13	18-Jul	Bun Butter Jam	Rain of Arrows	Raghav Mirdath	Raju Jeyamohan	Theatre			Comedy
14	18-Jul	Kalam Puthithu	Heaven Cinemas	Veerapandiyan	Thalaivasal Vijay	Theatre			New Age
15	18-Jul	Gevi	Artuptriangles Film Kampany	Tamil Dhayalan	Sheela	Theatre			Thriller
16	18-Jul	Central	Sri Ranganathar Movie Makers	Bharathi Sivalingam	Vignesh	Theatre			Action
17	18-Jul	Agneya	Vetri Thamizh Production	Sathish Ramakrishnan	Alfia	Theatre			Horror
18	18-Jul	Aakkramippu	V1 Cinemas	Vhanya	Azhaguprakash	Theatre			Action
19	18-Jul	Yaadhun Ariyaan	Breaking Point Pictures	M Gopi	Dinesh	Theatre			Thriller
20	18-Jul	Iravuparavai	Tamizh Thirai Channel	Vedaji Pandian	Nandhini Udayakumar	Theatre			Realistic
21	18-Jul	Trending	Ram Film Factory	Sivaraj N	Kalaiyaran	Theatre			Thriller
22	25-Jul	Thalaivan Thalaivi	Sathya Jyothi Films	Pandiraj	Vijay Sethupathi	Theatre	Vijay TV	Amazon Prime	Family
23	25-Jul	Maareesan	Super Good Films Pvt Ltd.,	Sudheesh Sankar	Fahadh Faasil - Vadivelu	Theatre	Vijay TV	NetFlix	Thriller
24	25-Jul	2K Heart	Sri Sivakudumbam Films	K. Santhosh Kumar	Power Star Srinivasan	Theatre			Love

Tamil Cinema has lined up many big-budget, big-actor films like *Coolie, Madharasi, LIK, Dude, Bison, Sardar 2, Karuppu* in the next five months (August to December 2025). The industry is expecting them to succeed in a big way to give further momentum to Tamil Cinema.

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NEW FILM COMMENCEMENTS DURING JULY 2025

Tamil Cinema witnessed a flurry of new film pooja ceremonies, before the inauspicious month 'Aadi' commencing on 17th July 2025. TFAPA wishes each one of them a big commercial success.



Dhanush – Vels Film – D 54 Film Pooja



Marshal – Karthi's New Film Pooja



Chiyaan 64 – Vels Film International Announcement



Vishal 35 – Super Good New Film Pooja



Jiiva 45 – Kannan Ravi New Film Pooja



Jiiva 46 – Kannan Ravi New Film Pooja



Kavin 08 – Prince Pictures New Film Pooja



Kavin 09 – Think Studios New Film Pooja



Ivan Thanthiran 2 – R. Kannan's New Film Pooja



KJR's Next – Mini Studios Film Pooja



Demonte Colony 3 – Arulnidhi New Film Pooja



Best Cast Studios – Thaman New Film Pooja



Kutty Story Pictures Production #1 New Film Pooja



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Why are audiences not coming to theatres? *Good is no longer good enough!*

In recent times, many mid-budget Tamil films received good reviews, and audiences who have seen them also loved the content. But still, theatre owners (exhibitors) feel that the footfall is not sufficient in the state. So, why is the turnout of audiences so low at theatres?

Both *Paranthu Po* and *3 BHK* received positive reviews, but the audiences who prefer watching these films are fewer



in comparison with *Tourist Family* and *Kudumbasthan*. So, the major problem here is that audiences want genuine entertainment; they demand more from filmmakers. For the investment involved, *Paranthu Po* did reasonably well, and *3 BHK* is also Siddharth's recent best after *Chithaa*, but given the fact that these films are qualitatively good, the revenue should have been much higher.



Thrillers like *DNA* and *Maargan* have done decent business, and again, reviews and word of mouth were good for both these films, but the revenue generation is just decent to good. Again, audiences are coming to theatres in large numbers only for films that have excellent word of mouth. If they hear terms like— Good, decent, one-time watchable, a sizable percentage of audiences decide to watch those films on OTT.



The existence of OTT was once a boon for producers, but now, it has become a bane because audiences have become extra choosy. At least, in the satellite channel era, audiences had to wait a longer period to watch their favourite films, but now, all they

have to do is wait for four weeks, and they can watch at their convenience. To top it, they have access to global content and numerous original contents on OTTs.

With this extra comfort environment, audiences must be super motivated to take that extra effort to travel to the theatre, spend thousands (for a family of four or more), and watch films with a sense of uncertainty because they can't be 100% sure that the chosen film will be good for their taste. This has become a big challenge for producers and

filmmakers. Now, they should have two things in mind: ***Either make your film thoroughly entertaining and gripping from the word go, or if you want to go niche, you have to make it on a controlled or tight budget. There is no other way to get back the investment made on films.***

Directors should no longer concentrate only on content because, ideally, they have to make more films to tell more good stories. They should start focusing on how they can bring back the investment to producers. If they don't want to go out of their way to please the audience, they have to make a tight-budget film, which will not bring so many eyeballs in theatres. So, it's a tough situation for them, but they have to make up their minds as soon as possible.



If we take this year's blockbuster films— *Madha Gaja Raja*, *Good Bad Ugly*, *Dragon*, *Tourist Family*, and *Maaman*, the common factor we see is king-size entertainment. So, the mood of the audience is to come to theatres to have good entertainment. Films like *Paranthu Po*, *3BHK*, *DNA*, and *Maargan* have also done reasonably well, which is a positive sign when we compare Tamil film industry with other industries in India. If we look at Telugu, Malayalam, Kannada, and Hindi, the entire ecosystem is collapsed with poor content and footfall at theatres. Tamil Cinema is still alive and kicking, but if we push more by understanding the liking of audiences, our industry is capable of delivering more profitable films to Producers.



If directors and producers go back to the old method of producing films and get back their investment only through theatrical revenue, they will start pushing themselves to excellence and not settle for good, when it comes to giving that **'theatrical experience'** to audiences with their films. This way, actors and technicians will start focusing on the content, and the remuneration issue will also come to an end through other means, such as revenue-sharing models based on the performance of the film in theatres.



NEW PRODUCERS WORKSHOP BY TFAPA GETS OVERWHELMING APPRECIATION

TFAPA has been consistently trying to share knowledge with new Producer Members of the Association and make them aware of the happenings in the film industry through WhatsApp and direct messages. With a view to enhance the knowledge and sharing best practices in the industry, a workshop for New Producers was held on 5th July 2025 at South Indian Film Chamber Hall. 50 New Producer Members have attended and the workshop was conducted by the Treasurer, G. Dhananjeyan, with the support of General Secretary T. Siva and Vice President S.R. Prabu.

The Workshop had sessions by Mr. R.K. Selvamani, President of FEFSI, Mr.B. Swaminathan, Secretary of FEFSI, Producers and Directors of recent successful films Mr.J. Satish Kumar (of film *Fire*), Mr. Yuvaraj (of films *Tourist Family*, *Lovers* and *Good Night*) and Mr. Hemnath Narayanan and Mr. S. Prabhakaran (of film *Murmur*) shared their knowledge on how to make a successful film and what Producers must keep in mind.



The New Producer Members were very happy with the knowledge shared and have expressed overwhelming appreciation for the workshop. TFAPA is planning to conduct this workshop once in six months, involving all New Producer Members.



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1	D Studios Post	Saligramam	Mr. S. Saravanan	9500098909	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
2	Knack Studio	Mylapore	Mr. Natrajan	9840753631			YES	YES	YES	YES	YES	YES		YES
3	Le Magic Lantern	Valluvarcottam	Mr. Ram Ganesh	8939799555			YES				YES	YES		
4	Four Frames	Nungambakkam	Mr. Saiji	9962082305							YES	YES		
5	Post Office	T.Nagar	Mr. Guna	9840157677									YES	YES
6	Infinity Studios	Saligramam	Mr. Clement	9840149909				YES	YES					YES
7	Igene	Vadapalani	Ms. Mala Manyan	9600045747				YES	YES					
8	Whitee Lottus Digital Studio	Saligramam	Mr. Pondy Ravi	7540011478	YES			YES	YES					
9	D Note Studios	Valasarawakkam	Mr. Moorthy	9677055155					YES					
10	Hocus Pocus	Teynampet	Mr. Santhakumar	9500125268					YES					
11	Prasad Studios	Saligramam	Mr. Udayakumar	8754463704				YES	YES					
12	AH Studio	Kodambakkam	Mr. Rahamathulla	9840722276							YES			
13	AM Studio	Kodambakkam	Mr. Krishnan	9791148410							YES	YES		
14	Lorven	Alwarthirunagar	Mr. Harihara Suthan	9176677792					YES					
15	Goodluck - Dir Hari	Saligramam	Mr. Rajendran	9940235888	YES		YES			YES	YES			
16	Studio Uno Records	Virugambakkam	Mr. Janakiraman	9840056678		YES	YES				YES	YES		YES
17	Cuviyam Studios	Alwarthirunagar	Mr. Hariharan	8012522114			YES	YES						
18	Sync Cinema	Kodambakkam	Mr. Sachin	9176141407			YES			YES	YES	YES		
19	Oli Sounds	T.Nagar	Mr. Arun Mani	9895015516						YES				
20	Mantra	T.Nagar	Mr. Murugan	9962220578							YES			
21	AVM G (AVM Compound)	Vadapalani	Mr. Iyyapan	9840166989			YES				YES			
22	Kalasa Studio	Vadapalani	Mr. Naresh	9003257922	YES			YES	YES					
23	Screen Focus Studio (AVM Compound)	Vadapalani	Mr. Thangaraj	8939593999	YES		YES	YES		YES	YES			
24	AVM G Chandran Studio	Kodambakkam	Mr. Chandran	9840091525			YES				YES			
25	Balu Studios	Kodambakkam	Mr. Muthukrishnan	9176432181			YES				YES			
26	The Audio Ville	Ashoknagar	Mr. Vijay Ratnam	9176398544						YES				
27	SFX Digital Audio Works Space	Alwarthirunagar	Mr. Ashwath	9787298182						YES				
28	Pixel Light	Valasarawakkam	Mr. Fazil	9600100761				YES	YES					
29	B2H Studios	Alwarthirunagar	Mr. Chandrakanth	9841322113				YES	YES					
30	Varna Digital Studios	Vadapalani	Mr. Francis	9789747494				YES	YES					
31	Mango Post	Saligramam	Mr. Suresh Ravi	8124027726				YES	YES					
32	360 Degrees	Saligramam	Mr. Siva	9715279348			YES	YES						
33	Fire Fox Studios	Saligramam	Mr. Sakthi	9952993399				YES	YES					



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VASANTH RAVI IN

INDRA

WRITTEN AND DIRECTED BY SABARISH NANDA

CAST: PRABHU RAHGAU, PRATEEN KL, KIRAN, ANJAL, ANJAN, DIRECTOR OF PHOTOGRAPHY: SURYA RAJEEVAN, EDITOR: MANI PAULRAJ, MUSIC: VICKY, COSTUME DESIGNER: POORTHU PRAVIN, VIGNAN PR, MAKEUP: SATHISH KUMAR, HAIR: VENKY, PRODUCTION DESIGNER: T. HARIBHARASHEKHAN, PRODUCTION EXECUTIVE: MARIO INFANT JOSEPH, M, VFX: SHADE 66 STUDIOS, PROMOTION WORKS, CO-PRODUCER: RAMA SOPAN, PRODUCED BY: KRISHNAN SUBRAMANIAN, EXECUTIVE PRODUCER: J. JAMAL MOHAMED, PRODUCED BY: JAFFER SADIQ, IRFAN MALIK





Problem of Plenty? Tamil Cinema suffers from a packed release calendar with no place to breathe!

The weekend of July 18th saw almost 10 new films hitting the ticket counters in Tamil Cinema, leading to an unprecedented and unmanageable surge in weekly releases. Week in and out, Tamil cinema has now gotten the habit of bombarding audiences with as many as 3-6 new releases, and when the slightly bigger films go on and lock their dates, the smaller and smallest ones have no option but to choose something and hop out of the egg. While some do say that this is a sign of a healthy industry churning out films actively, it is leading to a higher failure rate and a huge drop in audience's excitement and curiosity towards films.

Number of new releases in a few recent weeks:

Release date	Number of New Films	Film Names
7 th March	8	Kingston, Leg Piece, Yamakaathaghi, Niram Maarum Ulagil, Gentle Woman, Murmur, Badava and Manitham
14 th March	9	Sweet Heart, Varunan - God of Water, Robber, Konjam Kadhal Konjam Modhal, Perusu, Maadan Kodai Vizha, Dexter, Kuttram Kurai and Veerathin Magan
9 th May	10	Nizharkudai, Gajaana, Keeno, Yeman Kattalai, Yaaman, En Kadhale, Savudu, Vaathiyar Kuppam, Kaliyugam and Ambi
18 th July	10	Jenma Natchithiram, Bun Butter Jam, Kalam Puthithu, Gevi, Central, Agneya, Aakkramippu, Yaadhum Ariyaan, Iravuparavai and Trending

Leaving out the audience, it is also increasingly hard for Tamil film reviewers and enthusiasts to keep track of films releasing and trying to watch all of them every week. Even top reviewers in the industry are being selective about the films they watch and review, and they are moving to create different forms of content on their own - interviewing actors and directors Pan-India, speaking about old films, diving deeper into the process of filmmaking, and so on. The pain here is in how the term 'critically acclaimed' isn't as valuable as it used to be, as these films slip through the cracks, and receive neither critical attention from critics nor the word-of-mouth support from the audience.

Audiences today are spoilt for choice in terms of the options they have for entertainment, ranging from OTT platforms, Instagram reels, cricket, social media and outdoor activities, in addition to cinema. So, it has become increasingly hard for producers to put in the extra bucks and spread the word that **'the film is coming'** and **'the film is good'**. It is clearly not possible for even the most cinema crazy audiences to watch five or six films a week, so a filtering mechanism is very clearly in place - made out of reviewer opinions, influencer energy, online buzz and peer talk of films.

Ultimately, it is important to note that the overcrowding of releases also takes away the event feel of cinema that we originally got excited about. Gone are those days when even small films had some sort of excitement to them before the release. These days, if the trailer goes wrong for a small film, it is almost over and out already, as moviegoers already make up their opinion, stating that they can wait 28 days to watch the film online on OTTs. It is all getting too cluttered and clumsy for audiences to follow, pick, watch and converse most films releasing each week. And when there is no conversation among critics and audiences about a film, not just the film, **the box office also suffers**.





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THE INDIA BOX OFFICE REPORT: JAN TO JUNE 2025

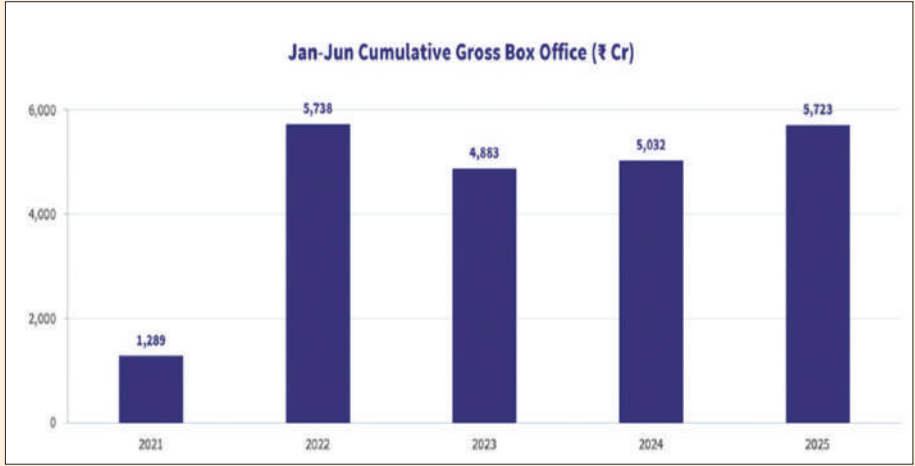
The first half of 2025 grossed a healthy ₹5,723 Cr (14% higher than 2024) at the India box office, with 17 films crossing the ₹100 Cr mark, compared to just 10 in Jan-Jun 2024.

Summary of the Report:

- Cumulative India box office for Jan-Jun 2025 releases stands at ₹5,723 Cr, which is 14% higher than the same period in 2024.
- 17 films crossed the ₹100 Cr mark in Jan-Jun 2025, up from just 10 in Jan-Jun 2024.
- Chhaava is the highest-grossing film of the year so far, at ₹693 Cr.
- With only one film crossing ₹250 Cr, the year so far has relied less on the big-ticket blockbusters, and more on a steady flow of films that have collected above ₹100 Cr.

Cumulative Box Office: Jan - June 2025

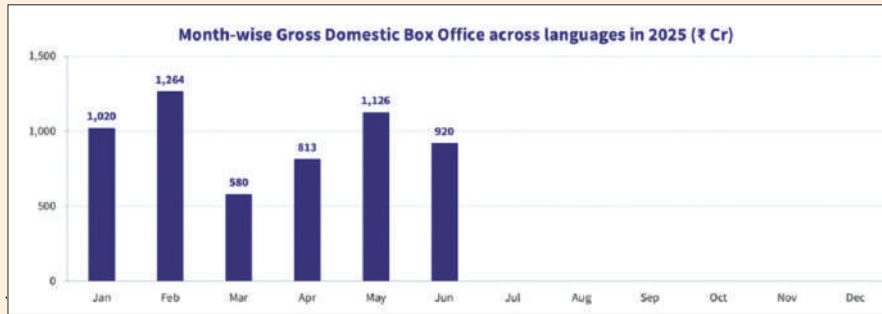
The cumulative box office for Jan-Jun 2025 releases stands at ₹5,723 crores, which is 14% higher than the same period in 2024, and just ₹12 Crore short of the 2022 record for Jan-Jun box office.



June 2025 was another steady month at the India box office, with gross collections crossing ₹900 Cr, including projected future collections of June releases still running in theatres. Hindi films *Sitaare Zameen Par* & *Housefull 5* emerged as the top grossers of the month, touching the ₹200 Cr gross mark. *Kuberaa* (Tamil/Telugu) and *F1: The Movie* (Hollywood) were the other major contributors to the month's box office.

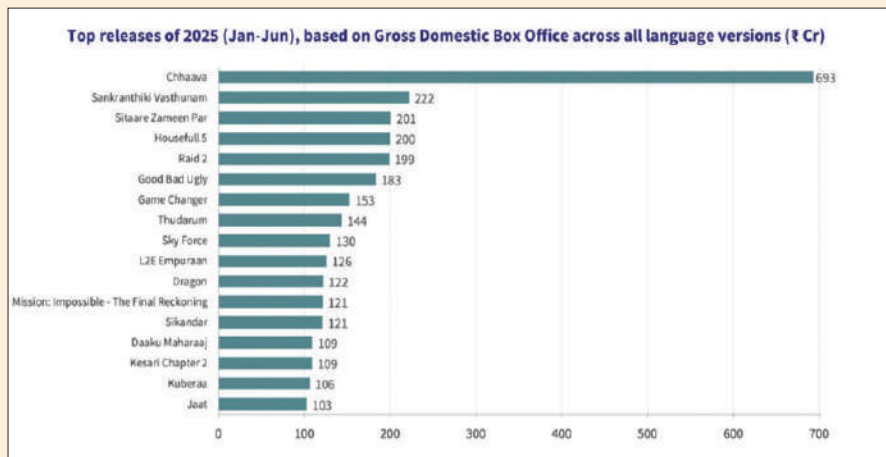


Month-wise Gross Domestic Box Office: Jan - June 2025



Over the last two years, the Jan-Jun period has contributed 42% to the annual box office. Applying that proportion, 2025 can be expected to close at ₹13,500 Cr, which will make it the best year ever at the India box office. Whether that happens or not will depend on the performance of the big releases lined up in the second half of the year, such as *Kantara: Chapter 1*, *Avatar: Fire and Ash*, *War 2*, *Coolie*, *Akhanda 2*, *Thama*, *OG*, etc.

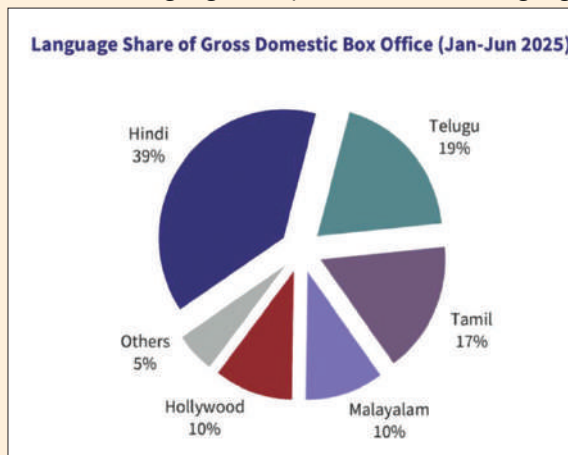
Top Films at All-India Level – Jan to June 2025:



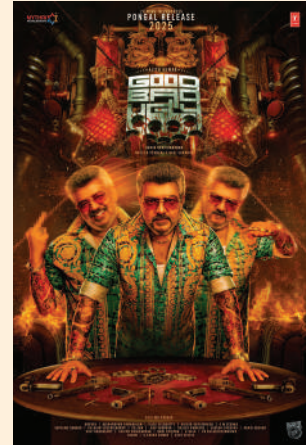
17 films crossed the ₹100 Cr gross mark in the first half of 2025, compared to only 10 films in 2024. With only one film crossing ₹250 Cr, the year so far has relied less on the big-ticket blockbusters, and more on a steady flow of films that have collected above ₹100 Cr. *Chhaava* was the highest-grossing film in the first half of 2025 by a wide margin, followed by the Telugu film *Sankranthiki Vasthunam*.

Box Office Share by Language in Jan-June 2025 period:

For language share calculation, language-wise box office of films releasing in multiple languages is assigned to the corresponding language. However, for Hollywood, the data for all languages is reported under the language head 'Hollywood'.



The shares of various languages are very similar to the cumulative figures of 2024, where Hindi led with 40% share, followed by Telugu and Tamil at 20% and 15% respectively. Hollywood has returned to the double-digit share after three years, having last crossed the 10% mark in 2022.





Hollywood Films pose challenge to Tamil Films at Box Office

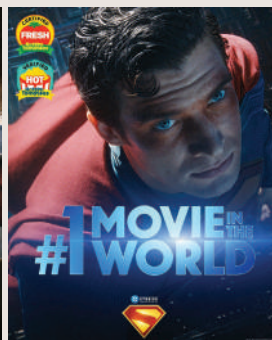
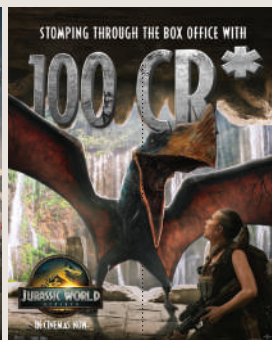
In the last months, the biggest collected films in Tamil Nadu were not Tamil films but Hollywood films – *F1*, *Jurassic World – Rebirth* and *Superman*, clearly reaffirming the growing influence and pull of Hollywood content in Tamil Nadu, which are becoming tough competitors for Tamil Cinema.

While *F1* seems to have collected over ₹10 crore, *Jurassic World* collected ₹20 crore and *Superman* is expected to collect over ₹10 crore. All these were much more than the collection of Tamil Films, which were appreciated by critics and audience who have seen the film in the last two months.

What attracts the Audience to these Hollywood films?

Expectations created through the trailer well in advance by Hollywood Studios: Hollywood studios have created good expectations through the trailer for these films, playing for more than two months.

Strong Content that connected well with audience: These films offered strong content and met the expectations of the audience and excited them with their visuals. Hence, the audience did



not mind paying the premium (high ticket prices) to watch these films.

Premium Cinematic Experience: Audiences are willing to pay higher ticket prices for a premium cinematic experience, especially in formats like 3D, IMAX and 4DX, which enhance the visual spectacle of these blockbusters.

Strong Franchises and Nostalgia: *Jurassic World* benefits from the established popularity of the franchise and nostalgia, while *Superman* taps into a loyal fanbase.

Compelling, Immersive Visuals and Grandeur Action: Films like *F1* are lauded for their “unreal cinematic experience,” and *Superman* offers

“kinetic action sequences”. These films became a compelling watch in theatres due to the theatrical experience offered.

Word-of-Mouth and Weekend Turnout: The success of these films was due to positive word-of-mouth and strong weekend collections with family audiences thronging the theatres with children to watch them.

Limited Competition from Tamil Films: The strong performance of Hollywood films can also be attributed to limited competition from local Tamil releases, which did not set the box office on fire.

Availability in Multiple Formats and Languages: *Superman*, for example, is available in Hindi, Tamil, and Telugu languages in IMAX, 4DX formats, catering to a wider audience. This makes Hollywood films suitable for every language audience to watch.

The success of these Hollywood films despite high ticket prices clearly indicate that audiences are happily spending on a film that excites them or promises a strong experience in theatres. Theatres still offer something that no home screen or OTT platform can: a **community experience**. Whether it is clapping in sync during a mass film or watching a visually heavy film like ‘*Avatar*’ or ‘*Jurassic World Rebirth*’ in 3D or IMAX, the big screen still has its magic.

Clearly OTT has not killed cinema. Instead, it has raised the bar. So, if the content and presentation are both strong, people are not just showing up at theatres, they are also coming back to watch such films again.



தமிழ்ப்படங்களின் வசூலை பதம் பார்த்த ஹாலிவுட் படங்கள்



தமிழ் சினிமாவில் கடந்த சில மாதங்களில் மட்டும் கிட்டத்தட்ட 200-க்கும் மேற்பட்ட படங்கள் வெளியாகி உள்ளன. அதில் ‘புறந்து போ’, ‘3 பி.எச். கே.’, ‘ஸல் மேஜேஜி’, ‘பி.என்.ஏ.’, ‘உள்ளிட்ட படங்கள் ரசிகர்களின் வரவேற்பை பெற்று வெற்றிப் படங்களாக மாறியுள்ளன. அதேவேளை வெற்றி பெற்ற படங்களின் வசூல்களையும் வசூலை பெறவில்லை என்ற தகவல் வெளியாகி இருக்கிறது. காரணம், நல்ல கதைமீதும் கொண்ட படங்களாக இருந்தாலும், அதன் வசூலை ஹாலிவுட் படங்கள் அள்ளிக்கொண்டது தான் என்கிறார்கள் திரையுலகினர்.

தினாபட்டங்கள் இந்தியாவில் குறிப்பாக தமிழ்நாட்டில் நல்ல வசூல் பார்த்துள்ளன. இதில் கடந்த மாதம் வெளியான ‘எப்-1’ படம் இந்தியாவில் ரூ.66 கோடியும், கடந்த வாரம் திரைக்கு வந்த ‘ஜூராசிக் வேர்ட் - ரீபர்த்’ படம் இதுவரை ரூ.68 கோடியும், கடந்த 10-ந் தேதி வெளியான ‘சூப்பர்மேன்’ ரூ.18 கோடியும் வசூல் செய்துள்ளது. வருகிற ஜூலை 24-ந் தேதி பெரிதும் எதிர்பார்க்கப்படும் ‘பென்டாஸ் டிக் போ’ திரைப்படம் வெளிவரவுள்ளது.

தொடர்ச்சியான ஹாலிவுட் படங்களின் திரையிடல் சந்தேகம் இல்லாமல் தமிழ் படங்களின் வசூலை பாரித்து வருவதாக, திரையுலகினர் கவலை தெரிவிக்கிறார்கள்.

Tamil Cinema: Month-wise Films that gained attention, commercial success during 2025

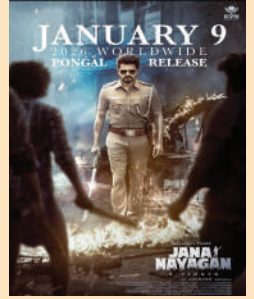
Most of the films listed below have succeeded at box office or gained attention and a few have also become commercial success due to the value at which the non-theatrical rights were sold. The chart presents the list of films that will be spoken about for long.

Month	Film 1	Film 2	Film 3	Film 4	Film 5
January 2025					
February 2025					
March 2025					
April 2025					
May 2025					
June 2025					
July 2025					



TAMIL FILMS OF LEADING ACTORS EXPECTED IN 2025 - 26

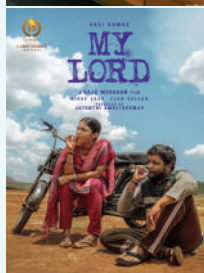
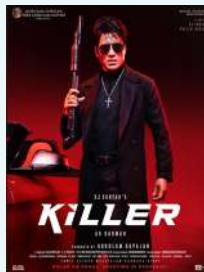
Leading Actors (Select List in random order)	Films expected	Producer (s)
Rajinikanth	Jailer 2 / Coolie	Sun Pictures
Kamal Haasan	Yet to be announced	-
Vijay	Jana Nayagan	KVN Productions
Ajith Kumar	Yet to be announced	-
Suriya	Karuppu / Suriya 46	Dream Warrior Pictures / Sithara Entertainments
Vikram	Dhruva Natchathiram / Chiyaan 63 / Chiyaan 64	Ondraga Entertainment / Shanthi Talkies / Vels Film International
Dhanush	Idly Kadai / D54	Dawn Pictures / Vels Film International
Sivakarthiseyan	Madharasi / Parasakthi	Sri Lakshmi Movies / Dawn Pictures
Karthi	Vaa Vaathiyaar, Sardar 2 / Marshal	Studio Green Films / Prince Pictures / Dream Warrior Pictures
Silambarasan TR	STR 49 / STR 50 / God of Love	Dawn Pictures / Atman Cine Arts / AGS Entertainment
Ravi Mohan	Genie / Karathey Babu / Parasakthi	Vels Film International / Screen Scene Entertainment & Dawn Pictures
Vishal	Thupparivalan - 2 / Vishal 35	Vishal Film Factory / Super Good Films
Raghava Lawrence	Benz / Hunter / Kaala Bhairava	Passion Studios- G Squad - Goldmines Telefilms / Goldmines Studios
Arya	Mr. X / Ananthan Kaadu	Prince Pictures / Mini Studios
Vijay Sethupathi	Train	V Creations
Pradeep Ranganathan	LiK / Dude	Seven Screen Studio / Mythri Movie Makers
R. Madhavan	Adhirshatasaali	AA Media Corporation
Vishnu Vishal	Mohan Das / Aaryan / Irandu Vaanam	Vishnu Vishal Productions / Sathya Jyothi Films
Vijay Antony	Agni Siragugal / Sakthi Thirumagan / Lawyer	Amma Creations / Vijay Antony Film Corporation
Arun Vijay	Agni Siragugal / Retta Thala	Amma Creations / BTG Universal
Jiiva	Golmaal / Jiiva 45 / Jiiva 46	Jaguar Studios / Kannan Ravi Productions (both the films)
Soori	Mandaadi	RS Infotainment
Santhanam	STR 49	Dawn Pictures
RJ Balaji	Happy Ending	Million Dollar Studios
M. Sasikumar	Naa Naa / Pagaivanukku Arulvai / Freedom / My Lord / Evidence #8	Multiple Producers / Olympia Movies / Five Star Creations
Prabhudeva	Flashback, Michael Musasi & Moon Walk	Abhishek Films, Joy Film Box Entertainment & Behindwoods
Siddharth	Untitled film	Passion Studios
Kavin	Kiss / Mask / Hi / Kavin 08 / Kavin 09	Romeo Pictures / Grass Root Films / Seven Screen Studio / Prince Pictures / Think Studios





TAMIL FILMS OF LEAD ACTORS EXPECTED IN 2025 - 26

Lead Actors (Select List in alphabetical order)	Films expected	Producer (s)
Aadhi	Yet to be announced	-
Aari Arjunan	4th Floor / Untitled film	Mano Creation / Madras Deck Entertainment
Arjun Das	Once More / Bomb	Million Dollar Studios / Gembrio Pictures
Arulnidhi	Untitled Film / DeMonte Colony 3	Film with Director Muthiah / Gnanamuthu Pattarai
Ashok Selvan	AS 23	Happy High Pictures
Atharvaa	Address / Thanal / Parasakthi / Idhayam Murali	Ajey Krishna / Annai Film Production / Dawn Pictures
Bharath	Munnarivaan / Kalidas 2	Libra Productions / Sky Pictures
Dhruv Vikram	Bison	Applause Entertainment & Neelam Productions
Dinesh	Thandakaaranyam / Karuppu Pulsar	Neelam Productions / Yasho Entertainment
G.V. Prakash Kumar	Idi Muzhakkam / Untitled film / Mental Manathil / Blackmail / Immortal	Skyman Films International / Neelam Productions / Parallel Universe Pictures / JDS Film Factory / Ak Film Factory
Gautham Karthik	Criminal / Mr.X (with Arya)	Parsa Pictures-Big Print Pictures / Prince Pictures
Harish Kalyan	Nooru Kodi Vanavil / Diesel / HK 15	Balaji Kapa / SP Cinemas / Think Studios
Hip Hop Adhi	Yet to be announced	-
Jai	Karuppar Nagaram / Jai 32 / Untitled Film / Untitled Film	R. Ramesh / Mithun Mithra Productions / Studio Green / BV Frames
Kalaiyarasan	Yet to be announced	-
Kalidas Jayaram	Yet to be announced	-
Kathir	Aasai / Maanavan	Eagle's Eye Entertainment / Fortune Studios
Kreshna	Untitled Film / Kreshna 23 / Kreshna 25	EVEG Entertainment / Dawn Creations / Manu Manthra Creations
Manikandan	Untitled	Neelam Productions
Mahat Raghavendra	Kadhale Kadhale	Sri Vaari Films
(Master) Mahendran	Arindam	Raw 1 Media
Mirchi Shiva	Saloon / Golmaal	Inder Kumar / Jaguar Studios
Nakkul	The Dark Heaven	Team B Productions
Prashanth	Prashanth 55 with Dir. Hari	Staar Movies
Rio Raj	Aan Paavam Pollathathu	Drumstick Productions
Sathish	Yet to be announced	-
S.J. Suryah	Killer	Sree Gokulam Movies
Shantanu Bhagyaraj	Untitled Film / Magenta	Studio Green / Brand Blitz Entertainment
Sibi Sathyaraj	Yet to be announced	-
Srikanth	Theenkirai / Operation Laila	TWD Media / Selrin Production
Taman Kumar	Untitled Film	Best Cast Studios
Vaibhav	Aalambana	KJR Studios
Vasanth Ravi	Indra	JSM Movie Production & Emperor Entertainment
Vemal	Untitled Film	Ajith Vinayaka Films
Vetri	Iravu	M.S. Murugaraj
Vidaarth	Kaagangal / Untitled / Madhiyaalan	Mayavaram Pictures / Cuviyam Films / Studio Jockey Entertainment
Vikram Prabhu	Rathamum Sathaiyum / Pagaiye Kaththiru / Untitled	Karthik Advait / Kandhan Arts / Seven Screen Studios
Vikranth	Will / The Killer Man	Footsteps Productions / Big Bang Cinemas
Yogi Babu	Medical Miracle / Constable Nandhan / Untitled	A1 Productions / Shankar Productions / Dev Cinemas





TAMIL FILMS OF LEAD HEROINES EXPECTED IN 2025 - 26

Lead Actress (Select List in random order)	Films expected	Producer (s)
Nayanthara	Mannangatti / Rakkayie / Mookuthi Amman 2	Prince Pictures / Drumsticks Productions & MovieVerse Studios / Vels Film International
Trisha	Karuppu	Dream Warrior Pictures
Keerthi Suresh	Revolver Rita / Kanni Vedi	Passion Studios / Dream Warrior Pictures
Rashmika Mandana	Rainbow / Girl Friend	Dream Warrior Pictures / Geetha Arts
Pooja Hegde	Jananayagan	KVN Productions
Nithya Menen	Idly Kadai	Dawn Pictures
Sai Pallavi	Yet to be announced	-
Jyotika	Yet to be announced	-
Shruti Haasan	Coolie / Chennai Story / Train	Sun Pictures / Guru Films / V Creations
Samantha Prabhu	Yet to be announced	-
Kalyani Priyadarshan	Genie / Marshal	Vels Film International / Dream Warrior Pictures
Aishwarya Rajesh	Karuppar Nagaram / Valaiyam	RR Filmmakers / Axxess Film Factory
Aditi Shankar	Once More	Million Dollar Studios
Andrea Jeremiah	Pisasu 2 / Manushi / Mask	Rockfort Entertainment / Grass Root Films / Grass Root Films
Krithi Shetty	Vaa Vaathiyaar / LiK / Genie	Studio Green Films / 7 Screen Studios / Vels Film International
Mamitha Baiju	Jana Nayagan / Irandu Vaanam / Suriya 46	KVN Productions / Sathya Jyothi Films / Sithara Entertainments
Kayodu Lohar	Idhayam Murali / STR 49 / Immortal	Both by Dawn Pictures / AK Film Factory
Hansika Motwani	Gandhari / Man	Masala Pix / Madras Studios
Priya Bhavani Shankar	DeMonte Colony III	Gnanamuthu Pattarai
Tamannaah Bhatia	Yet to be announced	-
Dushara Vijayan	Vishal 35	Super Good Films
Priyanka Mohan	Kavin 08	Prince Pictures
Aishwarya Lekshmi	Yet to be announced	-
Malavika Mohanan	Yet to be announced	-
Raashi Khanna	Yet to be announced	-
Varalakshmi Sarathkumar	Untitled film	Studio Green Films
Kajal Agarwal	Yet to be announced	-
Vani Bhojan	Pagaivanukku Arulvai / Untitled film	4 Monkeys Studios / Studio Green Films
Ivana	Yet to be announced	-
Kayal Anandhi	Mangai	JSM Pictures
Sai Dhanshika	The Proof / Yogi Da	Golden Studios / Sri Monica Cini Films



New Tamil Films Expected to release from August 2025 onwards...

The following is the list of films that are expected to release from August 2025 onwards as per the release date announced by the Producers. This is only a tentative list and will be updated every month.

Producers are requested to make a note of the release schedule and plan their releases based on this. We sincerely request Producers not to plan their releases if already 3 or 4 films have scheduled a release date.



Date	Film Title	Production Banner	Director Name	Lead Actor	Theatre / OTT	Satellite rights	OTT rights	Genre
01-Aug	Blackmail	JDS Film Factory	Mu. Maran	G.V. Prakash Kumar	Theatre			Thriller
01-Aug	Accused	Jaeshan Studios	Prabhu Srinivas	AL. Udhaya	Theatre			Thriller
01-Aug	House Mates	Sivakartheiyan Production	Rajavel	Darshan	Theatre			Comedy
14-Aug	Coolie	Sun Pictures	Lokesh Kanagaraj	Rajinikanth	Theatre	Sun TV	Netflix	Action
22-Aug	Indra	JSM Movie Production	Sabarish Nanda	Vasanth Ravi	Theatre			Thriller
27-Aug	Revolver Rita	Passion Studios-The Route	JK Chandru	Keerthi Suresh	Theatre		Netflix	Action-Comedy
27-Aug	Adangathey	Sri Green Productions	Shanmugam Muthusamy	G. V. Prakash Kumar - R. Sarathkumar	Theatre			Action
29-Aug	Thanal	Annai Film Production	Ravindra Madhava	Atharvaa	Theatre			Thriller
05-Sep	Madharasi	Sri Lakshmi Movies	A.R. Murugadoss	Sivakartheiyan	Theatre			Action
05-Sep	Shakthi Thirumagan	Vijay Antony Pictures	Arun Prabhu	Vijay Antony	Theatre	Vijay TV	Jio-Hotstar	Action
05-Sep	Bad Girl	Grass Root Film Company	Varsha Bharath	Anjali Sivaraman	Theatre		Jio-Hotstar	New Age
12-Sep								
18-Sep	Love Insurance Kompany	Seven Screen Studios	Vignesh Shivan	Pradeep Ranganathan	Theatre			Fantasy Love
26-Sep								
01-Oct	Idly Kadai	Dawn Pictures	Dhanush	Dhanush-Arun Vijay	Theatre		Amazon Prime	Family
10-Oct								
17-Oct	Sardar 2	Prince Pictures	PS Mithran	Karthi	Theatre			
17-Oct	Bison	Neelam Productions	Maari Selvaraj	Dhruv Vikram	Theatre		NetFlix	Sports
17-Oct	Dude	Mythri Movie Makers	Keerthiswaran	Pradeep Ranganathan	Theatre		NetFlix	Action
24-Oct								
31-Oct								
07-Nov								
14-Nov								
21-Nov								
28-Nov								
05-Dec	The Raja Saab	People Factory	Maruthi	Prabhas	Theatre			
12-Dec								
19-Dec								
26-Dec								
02-Jan								
09-Jan	Jananayagan	KVN Productions	H. Vinoth	Vijay	Theatre	Sun TV	Amazon Prime	Action
09-Jan	Parasakthi	Dawn Pictures	Sudha Kongara	Sivakartheiyan - Ravi Mohan - Atharvaa	Theatre			Historical

* All the above release dates are tentative, as per trade reports and subject to change. Will be updated every month

Tamil Film Active Producers Association (TFAPA) is taking pioneering steps for Tamil Cinema

TFAPA is growing every month with the addition of new members, by being an Active Producer Association, taking up several new initiatives to benefit its members and Tamil film industry at large. TFAPA is respected for its active participation and quick support to its members and industry at large. As of July 2025, the active membership of TFAPA is more than 360 and Team TFAPA wishes to thank the members for trusting the Association and being a part of the family, which is growing each month.

In this section, we feature the new Producer members who joined during the month of July 2025 to TFAPA, to introduce them to the entire community of TFAPA members and also to the film trade. At TFAPA, we are delighted to welcome 7 new members, who joined us during July 2025, whose details are presented below. We wish all the new members a big success in their film production journey.

S.No.	MEMBERSHIP TYPE	COMPANY NAME	PRODUCER'S NAME
1.	New Producer Member	M/s TIDAL FILMS	Mr. DHAKSHNAMOORTHY KUMAR
2.	New Producer Member	M/s PARADIGM PICTURES	Mr. ARVIND DHARMARAJ
3.	New Producer Member	M/s VL CINEMAS	Mr. V. DEENA THAYAL
4.	New Producer Member	M/s BOX OFFICE STUDIO	Mr. JEGAN BASKARAN
5.	New Producer Member	M/s NANDHINI FILM INTERNATIONAL	Mr. N. NAGARAJAN
6.	Corporate Member	M/s ZINEMA MEDIA AND ENTERTAINMENT LIMITED	Mr. DINESH RAJ
7.	New Producer Member	M/s RATHINAM FILM INCUBATION CENTER	Mr. MADAN. A. SENDHIL

With their addition, TFAPA's family has grown further and became stronger. Our current strength of active producer members is as given below:

Summary of TFAPA Members as of 31st July 2025:

Type of Members	Number of Members as of 31.07.2025
New Producer Members	277
Associate Members	21
Primary Members	59
Corporate Members	5
Total Active Members	362



TFAPA provides several services to its members efficiently and a few of them are listed below:

1. Title registration if no objection is received within 72 hours of receipt of application.
2. Publicity clearance for Censor purposes within 48 hours of receipt of application for films in all South Indian languages.
3. In addition, TFAPA helps the members to get the Censor certification in the other three South Indian languages by coordinating with other language associations and using that issue letter.
4. Dispute resolution within 48 hours of receipt of complaints/disputes from members relating to trade, FEFSI, or any Technician or Actor.
5. Recommendation to FEFSI for shoot commencement on the same day of receipt of the request.
6. Supporting the members in the business of their film, within the gambit of the Association by tying up with various business units and technology firms.
7. Regular information on the happenings in the industry and guidance wherever required.
8. Tariff/cost negotiation for various activities to benefit the members.
9. Tamil Cinema Trade Guide to all its members to know more about the happenings in the industry.
10. Regular meetings to brief the members on the changes happening in the industry.
11. Many other services or support as required from time to time.

Owned, Printed and Published by TAMIL FILM ACTIVE PRODUCERS ASSOCIATION (TFAPA) from E2/G, Gemini Parsn Apartments, Old No.599, New No.448A, Anna Salai, Chennai – 600 006 and Printed at The Safire Industries, 3/28, Vembakottai Road, Sivakasi, Tamil Nadu – 626 123.

To Advertise in this monthly Trade Guide, please contact: Ms. **Prasanna Lakshmi** at **9566064204**.

Designer: **Senthil Govindasamy**

PRO for the Association: **Nikil Murukan**

For INTERNAL CIRCULATION AMONG TFAPA MEMBERS AND TRADE. MAGAZINE IS UNDER REGISTRATION



DREAM WARRIOR PICTURES



SURIYA

தெயி

WRITTEN & DIRECTED BY
R J B

DIRECTOR OF PHOTOGRAPHY G.K.VISHNU MUSIC SAI ABHYANKKAR ACTION ANBARIV - VIKRAM MOR

EDIT R.KALAIVANAN PRODUCTION DESIGN ARUN VENJARAMOODU CHOREOGRAPHY SHOBI - SANDY

STYLIST PRAVEEN RAJA - EKA LAKHANI - DIVYA NAGARAJAN WRITERS ASHWIN RAVICHANDRAN - RAHUL RAJ - T S GOPI KRISHNAN - KARAN ARAVIND KUMAR

LYRICS VISHNU EDAVAN - ASAL KOLAAR - ARUN SRINIVASAN COSTUMES PERUMAL SELVAM MAKE-UP VINOTH SUKUMARAN STILLS NAREN COLOR REDCHILLIES.COLOR SR.COLORIST KEN METZKER VFX PHANTOM
PRODUCTION CONTROLLER RAJENDRAN PS - SOUND DESIGN SACHIN - HARI SOUND MIX KANNAN GANPAT PUBLICITY DESIGNER KABILAN PRO SATHISH ASSOCIATE EP ALLAUDIN HUSSAIN, SATHAPPA S PROMOTIONS ESAKKI MUTHU K

EXECUTIVE PRODUCER ARAVENDRAJ BASKARAN

PRODUCED BY S.R.PRAKASH BABU - S.R.PRABU

thinkmusic



TAMIL FILM ACTIVE PRODUCERS ASSOCIATION

TAMIL CINEMA

TRADE GUIDE

Issue - 17/2025

A Ready Reckoner on Tamil Cinema

August 2025



"THENISAI THENDRAL" DEVA
VOCAL



WORLDWIDE IN THEATRES AUG 27TH

VIJAY GOWRISH

SMEHA

ADARSH



KADUKKA

WRITTEN & DIRECTION S.S.MURUGARASU

CINEMATOGRAPHY: SATHIS KUMAR DURAICANNU MUSIC: KEVIN D'COSTA EDITING: M.JOHNSON NOEL COLORIST: COLOR WAVES CHOREOGRAPHY: ABEB RK
MAKEUP: PRABHAKAR BHAVANI STILLS: CHANDRU LYRICS: NILAVAI PARTHIBAN PRODUCTION DESIGNER: VIJAY ANDHUVAN
PRO: CAPTAIN MP ANAND CO-DIRECTOR: R.IYYANAR | RAMESH BASHA ASSO DIR: SARAN K ARUMUGAM
ASS DIR: P.ARUMUGAM | PRATAP SINGH DESIGNS: KOLLYWOOD STUDIOS DUBBING: FRIENDS TALKIES STUDIO CG: ISSLS STUDIO PRODUCTION HEAD: GOPINATH
SOUND DESIGN: SUJITH BATHERY PRODUCTION EXECUTIVE: R.NARENDRA KUMAR EXECUTIVE PRODUCER: T.SAMPATHKUMAR M.A.D.F.TECH - S.L.SENTHIL NATHAN

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VIJAY GOWRISH PRODUCTIONS

