

Krishna and Vijaya Nirmala

Lifetime Achievement Award

Each is a legend in his and her own right. Together they have, written a new chapter in the annals of Indian cinema. Their careers trace the path of Telugu cinema over the last many decades. While one has attained the pinnacle of fame as a superstar, the other broke the glass ceiling in the field of art, becoming a role model for millions of other women. Meet Krishna and Vijaya Nirmala who complement each other in every way.

Ghattamaneni Shivaramakrishna who's now known the world over as superstar Krishna was born to Veeraraghavaiah and Nagarathamma in the remote hamlet of Burrepalem in Guntur district on 31 May 1943. His journey in acting began during his college years with a role in a play entitled "Paapam Kashi ki Vellinaa..." He marked his screen debut as a lead actor in the film Tene Manasulu in 1965. The young and handsome lad with the boy-next-door looks won the hearts of millions of Telugu fans with his unique style and mannerisms. He has not looked back since...

Be it his magnum opus Alluri Sitharamaraju, the early espionage film Gudachari 116 or the family drama Pandanti Kapuram, Krishna pulled off the roles effortlessly with stellar performances. In no time, he emerged as a legendary superstar in Tollywood. Incidentally, Krishna featured in the first full length color movie in Telugu. This is only one of the many firsts the superstar has to his credit. It was superstar Krishna who introduced revolutionary innovations in filmmaking such as Eastman color. Colorscope, 70 mm, DTS sound system to Telugu cinema. He was also the first Telugu actor to play the roles of Cowboy and James Bond. One could go on about the many accomplishments of this superstar. For instance, he has played dual role in 52 movies and triple roles in about 7 films apart from directing 17 films. Besides donning the hat of exhibitor and distributor, Krishna has also produced several Telugu, Tamil and Hindi films under his celebrated Padmaalaya banner. Heeding Rajiv Gandhi's call, Krishna entered politics in 1989 and represented Eluru in the Lok Sabha. Subsequently, he turned his back on politics after Rajiv Gandhi's untimely demise. It is not everyone who's both a superstar and a good human being at the same time. Superstar Krishna stands out as an exception.

It was the love for cinema that brought Krishna and Vijaya Nirmala together. The silver screen brought them fame after their debut as a reel screen couple in Sakshi in 1967. The duo has worked together in 47 films. Vijaya Nirmala made her screen debut as a child artiste when she was barely 11 in the film Panduranga Mahatyam. The actress has worked in more than 200 films as a lead actress across Telugu, Tamil and Malayalam languages. Apart from earning accolades as an actress, Vijaya Nirmala has also joined the Guinness Book of World Records for directing more than 44 films.

For having touched the Golden Jubilee milestone as a screen couple and for their multi-faceted accomplishments, the Sakshi media group honours Krishna and Vijaya Nirmala with Sakshi Excellence Award 2017 in the lifetime achievement category.