

Samantha Ruth Prabhu Opens Maa Inti Bangaaram Campaign in Ethereal Saree

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Telugu cinema star **Samantha Ruth Prabhu** has launched the promotional campaign for her upcoming film *Maa Inti Bangaaram* with a fashion moment that blends **timeless tradition and contemporary style** — donning a graceful linen saree as part of her *Bapu Bomma* series.

Shared on social media on January 10, Samantha's outfit — a delicate **ivory and gold linen saree** — was embraced by fans and fashion watchers as the perfect visual introduction to the film's promotional phase, setting a refined yet emotive tone ahead of its release later this year.

A Saree Steeped in Culture and Craft

The saree that Samantha chose for her first promotional visuals comes from **Anavila**, a label known for hand-woven textiles and artisanal details. Styled in a classic drape and softened with gold and pastel accents, the ensemble was paired with an old-rose satin blouse that featured a deep neckline, adding subtle modern flair to the traditional silhouette.

Her accessories — including a **pearl choker, traditional kanbali bangles and delicate earrings** — remained understated, letting the saree's artisanal beauty take centre stage. Hair and makeup were kept soft, with a half-up style and warm, glowing makeup that enhanced her natural grace.

The Meaning Behind the *Bapu Bomma* Series

Samantha described this series of promotional looks as a tribute to **Bapu (Sattiraju Lakshminarayana)** — a celebrated Telugu artist whose elegant, expressive depictions of women earned iconic status in Indian visual culture. The *Bapu Bomma* concept honours his legacy by celebrating **softness, tradition and classic beauty**, themes that resonate with the film's narrative and emotional world.

Blending Style With Storytelling

The choice of attire also reflects a broader trend in Indian film promotions, where fashion is used not merely as style content but as an extension of character and storytelling. Samantha's elegant look — rooted in cultural craftsmanship yet presented with contemporary sensibilities — aligns with her *Maa Inti Bangaaram* character, which media reports suggest balances familial warmth with nuanced emotional depth.

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