

Adurthi Subba Rao

Adurthi Subba Rao was born in Rajahmundry, Andhra Pradesh in 1912. He was a prominent director of Telugu films and made nearly 50 films including a few Hindi and Tamil films. Rao was a very bright student and matriculated at a very young age from high school. He withdrew in the very first year of college against his parents' wishes to pursue his dream to be a photographer. He decided the place to learn photography was Mumbai.



In Mumbai, he studied for three years to get a degree in photography at St. Xavier's College. While pursuing his studies, he found a job with the Bombay Film Lab. He discontinued the school to take fulltime employment with the Lab to learn about film processing and printing. He also learned to edit films. Uday Shankar, who was making "Kalpana", was looking for someone to assist him. Rao grabbed the opportunity to become an assistant editor for the movie as well as its assistant director. During this time he got his first break to be an independent editor for a Tamil film. He moved to Chennai (then Madras).

His first few assignments in Chennai were to write stories and dialogues for few films. He also managed to work as an editor, wrote lyrics for some songs, and tried his hand at camera. With all these activities he was getting around knowing some important people in the industry and thought the time was right for him to launch his own film company. His first film "Amara Sandesham (1954)" in Telugu was a flop but it helped him establish more contacts. This eventually led him to sign a multi film contract with Annapoorna Films through its managing partner Dukkupati Madhusudan Rao. For that banner, Rao directed several hit and memorable films.

After establishing a good and reputable name in the industry, Rao restarted his company and made series of movies, mostly hits. The Telugu film "Mooga Manasulu" was one of them.

Rao directed many films that starred Savithri. Here is their list...

1. Thodi Kodallu (1957)
2. Mangalya Balam (1959)
3. Manjal Magimai (1959) (Tamil)
4. Nammina Bantu (1960)
5. Pattaliyan Vetri (1960) (Tamil)
6. Thooya Ullam (1961) (Tamil)
7. Velugu Needalu (1961)
8. Manchi Manasulu (1962)
9. Chaduvukunna Ammayilu (1963)
10. Mamakaram (1963)
11. Doctor Chakravarthy (1964)
12. Mooga Manasulu (1964)
13. Sumangali (1965)
14. Maro Prapancham (1970)