

## M.S. Reddy

Mallemla Sundara Rami Reddy, popularly known as M.S. Reddy, was born in Andhra Pradesh in 1924. He was influenced heavily by the Gandhian principles. He organized and led several protest matches against social injustices.

Reddy was a born poet. He wrote over 5,000 poems. He also was known as "Sahaja Kavi" because of the simplicity with which he penned the songs. He also contributed much to the growth of the Telugu film industry.

Reddy has played a key role by supporting the move of Telugu industry from Chennai to Hyderabad. He produced over 25 films. One of his biggest films was "Ramayanam". The film utilized the talents of over 3,000 children and bagged several merit awards.

Recently Mr. Reddy was felicitated with Acharya Athreya Memorial Award.

Reddy is an ardent fan of Savithri. He did not produce any of her movies but has known her for a long time.

