

Amazon Delivery Associates Get a Star-Studded Surprise Ahead of Prime Video's the Traitors Telugu Launch



Chennai, 15 Oct 2026: Ahead of the launch of Prime Video's The Traitors Telugu on Oct 15, 2026, Amazon brought together two worlds, entertainment and its delivery associates, through a special fan experience in Hydera bad. Prime Video hosted the trailer launch and player reveal event on October 6, during which popular Telugu actor Teja Sajja, host of The Traitors Telugu, surprised five Amazon delivery associates with a meet-and-greet and an opportunity to get a glimpse of the excitement surround ing the upcoming show.

The interaction was designed as a special recognition moment for the delivery associates. The moment also travelled across social media through photos, videos and behind-the-scenes content, creating organic conversations around the upcoming show and extending the experience beyond the event.

The Traitors Telugu will stream on Prime Video from October 15. The Telugu adaptation follows the phenomenal response to two seasons of the Hindi editions of The Traitors, bringing the acclaimed global franchise to Telugu audiences.

“I was thrilled to get the opportunity to meet Teja Sajja. It was a special experience to meet him in person and interact with him. Being part of the launch celebrations for The Traitors Telugu made the experience even more memorable,” said Kuntala Shiva, Delivery Associate, Amazon India. “Meeting Teja Sajja in person was a truly special moment for me. I have watched his movies and never imagined I would get an opportunity to meet him like this. Being able to speak with him, take a picture and be part of this celebration is a memory I will always cherish,” said Dinesh Yadav, Delivery Associate, Amazon India.