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RNI No.TNBIL/2021/81709
Daily Morning Newspaper
The Truth

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Spotify Launches New Campaign Celebrating Tamil Nadu's Iconic Fan Culture

Chennai, 23 Oct 2026: Spotify has launched its latest campaign in Tamil Nadu, celebrating the state's distinctive fan culture through two new films. Built around Spotify's "Thalapathy Vijay" and "Superstar Rajinikanth" Star Playlists, the campaign captures how a favourite song can bring out the fan in any one, turning everyday situations into moments inspired by the stars they love.

The campaign rolls out across Tamil Nadu under the tagline "Verithanamaana fans kaana verithanamaana playlists, Spotify la mattume" (For the crazy fans, the craziest hits, only on Spotify).

The two campaign films bring this idea to life through familiar situations. The two films capture unique fan moments, one shows a fan playing Vaathi Raid while chasing a departing bus in true Thalapathy Vijay style, while the other features a husband playing the Padaiyappa theme and making a Rajinikanth-style entrance at a family function. Both show how music can inspire fans to step into their favourite star's shoes.

Shipra Srivastava, Head of Marketing, Spotify India, said, "Tamil music has a remarkable place in India's cultural landscape, with nearly one in every 10 songs streamed in the country being in Tamil. This reflects the deep connection listeners have with Tamil music and its ability to travel across generations and geographies. With this campaign, we are celebrating this passion by bringing together the music and fandom that are such an integral part of Tamil Nadu's cultural identity."

This strong connection between Tamil listeners and their music is also reflected in Spotify's listening trends. Tamil music listening has grown by 23% over the past two years, making it one of the fastest-growing Indian-language music categories on the platform. Over the same period, streams of Tamil editorial play lists on Spotify have grown by 22%, reflecting growing engagement with curated Tamil music.