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Startup funding fever infects South Indian film industry too

Superstar Nayanthara and director Vignesh Shivan invest in Chennai-based Chai Waale

Shine Jacob | [Chennai](#)



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Following the footsteps of Bollywood celebrities, South Indian cinema fraternity too seems to be moving towards the startup ecosystem as investors.

South Indian 'lady superstar' Nayanthara and director Vignesh Shivan have invested an undisclosed amount in Chennai-based beverage startup Chai Waale. The investment by the two celebrities was part of a fresh funding of Rs 5 crore raised by the company from a group of angel investors. This comes close to the heels of South Indian actress Kajal Aggarwal investing an undisclosed amount to pick up a 15 per cent stake in Mumbai-based gaming company OKIE Gaming. Nayanthara is the highest-paid South Indian actress at the moment, while Shivan is the director of several hit films like Podaa Podi and Naanum Rowdydhaan.

"You cannot say they are following Bollywood. It may be a different investment option. They must have done their homework in terms of getting good returns and all," said Ta

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