HRITHIK ROSHAN COMPILED MEDIA REPORT 07 May, 2025 - 08 May, 2025

Total Mention 81

⊞ Print	Financial	Mainline	Regional	Periodical
3	1	2	N/A	N/A
	•	Online		

78

🖺 Print

No	Newspaper	Headline	Edition	Pg
1.	The Economic Times	From God's Own Country, a carpet for the demigods of fashion	Mumbai	1, 10
2.	Hindustan Times	Want to watch movies based on Indian heroics Here are some B'wood gems to revisit	Mumbai	4
3.	Free Press Journal	Arjun-Aamir collaboration	Mumbai	31

The Economic Times • 08 May • Hrithik Roshan From God's Own Country, a carpet for the demigods of fashion

1, 10 • PG

315 • Sqcm

847911 • AVE

1.1M • Cir

Bottom Left, Middle Right

Mumbai

From God's Own Country, a Carpet for the Demigods of Fashion

In three of the last four years, a Cherthala-based co has supplied a wall-to-wall carpet for the Met Gala held in New York City

Nidheesh MK

Kochi: On the wooden floors of centuries-old synagogues in Fort Kochi and beneath the feet of Shah Rukh Khan and Rihanna at this week's Met Gala lies an unlikely connection: carpets crafted in a small coastal town that most Indians probably wouldn't locate on a map.

For the third time in four years, Neytt by Extraweave, a sustainable rug company based out of Chertha la in Kerala's Alappuzha district, has supplied the sprawling wall-towall carpet for fashion's most

photographed event. At a time when many traditional crafts struggle to find their place in the modern economy, this Keralabased company has pulled off the textile equivalent of landing on the moon. Their Made-in-Cherthala carpet, stretching across 63,000

square feet of the Metropolitan Museum of Art's entrance, has become the literal foundation for fashion's most exclusive night, a striking reversal for an industry

struggling with obsolescence. The rags-to-riches story is particularly startling in Cherthala, a town in Alappuzha district where

its traditional weaving was once sought after globally but has now almost faded into obscurity. Alap-puzha is known as the "Venice of the East" for its network of trade facilitating canals, Coir production in Alappuzha dates back to 1859, when James Darragh, an Irish American entrepreneur, establish-

ed India's first coir factory here. The area later gained geographical indication status for "Alleppey Coir" in 2007, though few outside the industry took notice.

Neytt's origin story represents the unlikely revival of the sector. In 2019, after returning from Boston with an MBA, Sivan Santhosh and

his artist wife Nimisha Srinivas established Neytt as a premium brand under the Extraweave um-brella. The startup has rapidly transformed into a ₹120-crore business and a global sensation, but its roots trace back more than a century through Sivan's family.

Santhosh's great-grandfather, K Velayudhan, established the Travancore Mats and Matting Company in 1917, beginning a legacy that has supplied floor coverings to some of the world's most prestigious address es, from Camp David to Saudi Ara-bian palaces, and global retailers like IKEA for over 70 years, quietly ex porting Kerala craftsmanship while few took notice.

"We have been in the business for more than a hundred years," San-thosh explains. "But we wanted to change the narrative.

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Reviving Traditional Craft

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"These traditional crafts declined partly because the jobs didn't pay well, but also because they lacked prestige," says Santhosh. "Young people want work that offers both better income and social recognition.

Kannan KU, research and development manager at Neytt, is an example. A degree in computer science and an MBA were supposed to be his ticket away from the coir spinning his mother once did. Yet, on Wednesday, he was beaming with pride while installing a handcrafted rug at a Fort Kochi synagogue. Like most of his colleagues back at Neytt's factory, he watched in amazement as their creation became the most photographed surface in global fashion this week.

"My family and friends all asked—Is this really the company where you work?" Kannan recalls with a laugh. His college classmates, who are stuck at executive positions while he is donning a managerial role at Nevtt, were stunned, asking, "Oh, you're working at such a big company?" The bonus: the factory is just five minutes away from his home.

In 2022, when Neytt first supplied the Met Gala carpet,

things were pretty quiet—"nobody knew such rugs were coming from Kerala," says Kannan. By 2023, Neyttannounced their contribution on social media, and watched in astonishment as their posts received four million views.

This year, it has exploded into an even bigger social media phenomenon, with millions of views across Instagram and fas-hion platforms like Diet Sabya

The 900 employeeswith decades of weaving experience, nearly half women-are no longer anonymous craftspeople but celebrities transforming an ancient craft into a viral sensation and putting Cherthala on the global design map. Suddenly,

with the likes Kerala industries minister P Rajeev congratulating them on social

media, the 900 employees, who have decades of experience in traditional weaving techniques in the 15-acre factory with nearly half of them women, are no longer just anonymous craftspeople; they've become celebrities in their communities.

"We wouldn't have touched this success without the expertise of the skilled workers, ys Santhosh. He explains the manufacturing process behind the Met Gala carpet, which borders on obsessive

It starts with importing sisal fiber from Madagascar-"that's where you get the best quality, the whitest and longest finer, Santhosh explains—then spending months hand-sorting, dyeing, spinning and weaving.

Quality inspections occur at every stage, as "any defect in even a small quantity will show in streaks." The carpet must withstand "the pressure of a lot of celebrities' heels walking on it in various outfits," making durability as important as aesthetics.

Beyond the foreign market, Neytt's workers have quickly carved out its own prestige market within India with clients like Soho House Mumbai and Bollywood celebrities, including Hrithik Roshan and Shraddha Kapoor. "Our workers are pro-ud." Santhosh says. "Certainly it gives them bragging rights within the community.

Those bragging rights now extend from Cherthala's narrow lanes, which once wove ropes for ships but now carries the weight of the world's most watched run-While fashion writers way worldwide analyse every celebrity outfit from the gala, in Cherthala, the artisan workers are watching every step.

Hindustan Times • 08 May • Hrithik Roshan

Want to watch movies based on Indian heroics Here are some B'wood gems to revisit

4 • PG 758 • Sqcm 1061497 • AVE 1.1M • Cir Top Left HT City

Mumbai



Free Press Journal • 08 May • Hrithik Roshan Arjun-Aamir collaboration

31 • PG 437 • Sqcm 347578 • AVE 251.68K • Cir Top Left

Mumbai



Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Msn India	Hrithik Roshan, Jr NTR "Confident" About War 2; Edit Work In Progress: Report	733.9M
2.	MSN Hindi	यूं ही कोई अल्लू अर्जुन जैसा सुपरस्टार नहीं बन जाता है बॉलीवुड वालों को क्या-क्	733.9M
3.	Msn India	Vicky Kaushals Uri To Sidharth Malhotras Shershaah: Best War Movies To Watch	733.9M
4.	Indiatimes	Operation Sindoor: From URI to Fighter, 7 iconic airstrike-based titles to watch	162.5M
5.	News18	Vicky Kaushal"s Uri To Sidharth Malhotra"s Shehshaah: Best War Movies To Wat ch	152.8M
6.	News18	Hrithik Roshan"s Sister Sunaina To NOT Co-Produce Krrish: "Don"t Want To"	152.8M
7.	Hindustan Times	Border, Uri, Shershaah: Indian war movies you must watch in light of Operation S	124.6M
8.	ABP Live	Operation Sindoor: एयरस्ट्राइक पर बनी हैं ये जबरदस्त फिल्में और वेब-सीरीज, दिखेग	85.9M
9.	The Times of India	When the villain stole the show: Bollywood movies where antagonists outshone th e	64.4M
10.	The Times of India	From Vijay Deverakonda in "Kingdom" to Ranbir Kapoor in "Animal": Actors Who	64.4M
11.	The Times of India	Celebrities known for their love of non-vegetarian food	64.4M
12.	अमर उजाला (Amar ujala)	Pooja Hegde: फ्लॉप के सिक्सर के बाद पूजा हेगड़े की गाड़ी खा रही हिचकोले, इस नई फ	63.8M
13.	अमर उजाला (Amar ujala)	Starkids: ऋतिक रोशन से लेकर सुहाना तक, बॉलीवुड के सबसे अमीर स्टारिकड्स, चौंका दे	63.8M
14.	अमर उजाला (Amar ujala)	Films on Ind Vs Pak: 'उरी' से लेकर 'फाइटर' तक, 'ऑपरेशन सिंदूर' से पहले हुए इन ऑप	63.8M
15.	Lokmat	"ऑपरेशन सिंदूर"नंतर भारतीय सेनेच्या एअर स्ट्राईकवर आधारीत हे सिनेमे चर्चेत, तु	42.3M
16.	Dainik Jagran	Dharmendra की फिल्म के गाने पर Farida Jalal के ठुमके देखकर हैरान हुए फैंस, बोले	40.5M
17.	Dainik Jagran	Operation Sindoor: आतंकवाद को रौंदने वाली सर्जिकल स्ट्राइक पर बनी हैं ये 5 फिल्म	40.5M
18.	Times Now News	Hrithik Roshan, Jr NTR "Confident" About War 2; Edit Work In Progress: Report	35.4M
19.	Dailyhunt	Hrithik Roshan, Jr NTR "Confident" About War 2; Edit Work In Progress: Report	18.6M
20.	Dailyhunt	This 2004 Bollywood film had the most realistic portrayal of Indian emotions for	18.6M
21.	Dailyhunt	Coolie Update: Rajinikanth"s Tamil Action Drama Generates Massive Buzz With New	18.6M
22.	Pinkvilla	Lokesh Kanagaraj to make his acting debut with Dhanush"s Captain Miller directo	15.8M
23.	Pinkvilla	Coolie: Netizens can"t keep calm over 2-second glimpse of Nagarjuna Akkineni in	15.8M

24.	Pinkvilla	EXCLUSIVE BUZZ: Housefull 5 edit locked; Vishal Bhardwaj"s 'Commercial" rout e	15.8M
25.	Mens XP	How Do You Personally Cultivate Body Positivity As A Man	15.3M
26.	TV9	यूं ही कोई अल्लू अर्जुन जैसा सुपरस्टार नहीं बन जाता है बॉलीवुड वालों को क्या-क्	11.3M
27.	TV9	ब्लॉकबस्टर, सुपरहिट और सेमीहिट 11 साल में कियारा आडवाणी ने सबकुछ देखा, अब मेट ग	11.3M
28.	Etvbharat	From Fighter To Sky Force: Revisit IAF-Based Movies Post Operation Sindoor	11.2M
29.	Sakshi	Operation Sindoor: వెండితెరపై భారత్-పాక్ యుద్ధ గాథలు	10.5M
30.	Indiatvnews	This 2004 Bollywood film had the most realistic portrayal of Indian emotions for	9.7M
31.	Asianet News	ఎయిర్ స్ట్రైక్ నేపథ్యంలో 7 ఉత్తమ చిత్రాలు, వెబ్ సిరీస్లు టాలీ వుడ్ నుంచి వచ్చి	9.5M
32.	Jansatta	ओटीटी पर मौजूद इन फिल्मों में देखें दुश्मन देश पर सेना कैसे करती है एयर स्ट्राइक	9M
33.	Asianet News Hindi	एयर स्ट्राइक पर बनी बेस्ट 7 फ़िल्में और वेब सीरीज, OTT पर अभी देखें	8.1M
34.	Jagran English	5 Indian Movies Based On Air Strikes: What To Watch On Netflix, Prime Video An d	7.7M
35.	Republic World	Coolie 100-Day Teaser Triggers Hrithik Roshan"s Fans As They Demand Update On W	7.1M
36.	The Telegraph India	'Coolie" countdown video: Rajinikanth-starrer action thriller to hit screens in	6.6M
37.	Free Press Journal	'AA22" Or 'Mahabharat": Allu Arjun Meets Aamir Khan, Fans Wonder If They Are C	6.4M
38.	Ott Play	Krrish 4: Rakesh Roshan was in tears after hearing about Hrithik Roshan"s direc	5M
39.	Ott Play	Hrithik Roshan's sister Sunaina confirms she's not producing Krrish 4, her rea	5M
40.	Asianet News	ವಾಯುದಾಳಿ ಹೇಗಿರುತ್ತೆ ಎಂದು ತಿಳಿಯಲು ನೋಡಿ 7 ಸಿನಿಮಾ, ವೆಬ್ ಸಿರೀಸ್	4.5M
41.	News18	Operation Sindoor: ವಾಯು ದಾಳಿ ಬಗ್ಗೆ ಮಾಡಿರೋ 8 ಬೆಸ್ಟ್ ಭಾರತೀಯ ಸಿನಿಮಾಗಳಿವು!	3.3M
42.	Agniban News	इन फिल्मों के फ्लॉप होने से फिल्ममेकर्स हो गए थे कंगाल तो किसी को हुआ डिप्रेशन	2.4M
43.	Sangbad Pratidin	বলিউডের পর্দায় 'ভিলেন" পাকিস্তান, অপারেশন সিঁদুর আবহে দেশাত্মবোধক এই ছবিগুলি 'ম	2M
44.	ABP Live	Jasmin Bhasin Recalls Parents" Reaction To Her Relationship With Aly Goni: "It	1.9M
45.	Indian Express	8 OTT series-movies On India Air Strikes: উরি থেকে ফাইটার-স্কাই ফোর্স, "অপারেশন. 	1.3M
46.	lwm Buzz	Exclusive: Govind Pandey to feature in the comedy satire Gram Panchayat Amrik a	1.3M
47.	Haribhoomi	Movies: "ऑपरेशन सिंदूर" के बीच जरूर देखें आतंकवाद को रौंदने वाली ये शानदार वॉर	1.1M
48.	Etnownews	From Border to Shershaah: 7 war films that resonate amid Operation Sindoor	865.4K

49.	Newstrack	War 2 Movie Update: वॉर 2 का फर्स्ट लुक कब होगा रिलीज, आया दिलचस्प अपडेट	809.7K
50.	NewsBytes Hindi	"ऑपरेशन सिंदूर" के बीच देखिए ये जबरदस्त फिल्में, जिनमें भारतीय सेना ने छुड़ाए	126.5K
51.	passionateinmarketing.co m	FANtertainment Begins! Vote Now to Make Your Favourite Stars Win at the 23rd Mar	99K
52.	Mediabrief	Zee Cine Awards 2025 celebrates fans with 'FANtertainment" theme, opens votin g	65.5K
53.	Tezzbuzz	Filmmakers became pauper due to the flop of these films and someone got depre ssi	N/A
54.	Bhaskar English	Operation Sindoor- when celebs fought for the spirit of country: From Sunny Deol	N/A
55.	Newspoint	From Uri to Sky Force: 8 Films and Series About India's Military Air Strikes in	N/A
56.	The Mobi World	Why Men are Choked Up by Society?	N/A
57.	OB News	'AA22" Or 'Mahabharat": Allu Arjun Meets Aamir Khan, Fans Wonder If They Are C	N/A
58.	The Mobi World	'AA22" Or 'Mahabharat": Allu Arjun Meets Aamir Khan, Fans Wonder If They Are C	N/A
59.	India Glitz	Kiara Advani Stuns with Baby Bump Reveal at Met Gala 2025	N/A
60.	Times Now News	Coolie Movie: ಕೂಲಿ ಚಿತ್ರಕ್ಕೆ ರಜನಿಕಾಂತ್ ಸಂಭಾವನೆ ಕೇಳಿ ಫ್ಯಾನ್ಸ್ ಶಾಕ್, ಅಬ್ಬಾ! ಇ	N/A
61.	Andhravilas	4 Must-Watch Indian War Movies Based on True Events	N/A
62.	Andhravilas	పాకిస్థాన్పై భారత్ చేసిన మెరుపు దాడుల ఆధారంగా వచ్చిన ఈ 4 సినిమాల ను మిస్ అవొద్దు	N/A
63.	Andhravilas	4 Must-Watch Indian War Movies Based on True Events	N/A
64.	Times Now News	Coolie vs War 2! ఎవ్వరూ తగ్గట్లేదుగా మరి ఒకే రోజు వస్తే, ఎవరికి నష్ టం, ఎవరికి	N/A
65.	OB News	Jasmin Bhasin Recalls Parents" Reaction To Her Relationship With Aly Goni: "It	N/A
66.	The Mobi World	Jasmin Bhasin Recalls Parents" Reaction To Her Relationship With Aly Goni: "It	N/A
67.	Elite Answers	Do not remember these 4 films based on India"s electrical attacks on Pakistan!	N/A
68.	NewsKarnataka	Patriotic Bollywood Films to Watch in Celebration of Operation Sindoor	N/A
69.	NDTV Madhya Pradesh Chhattisgarh	OTT पर उपलब्ध हैं एयर स्ट्राइक पर बनी ये फिल्में और सीरीज, देखकर जाग जाएगी देश भ	N/A
70.	Marathijagran	Operation Sindoor: देशभक्तीची भावना जागृत करणारे सर्जिकल स्ट्राईकवर आधारित आहेत	N/A
71.	Navabharat Live	Operation Sindoor: 'फाइटर" से लेकर स्काई फोर्स तक, एयरस्ट्राइक पर बनी हैं बॉलीव	N/A
72.	Andhravilas	Operation Sindoor: వెండితెరపై భారత్-పాక్ యుద్ధ గాథలు	N/A

73.	Andhravilas	Indo-Pak War Films: From Border to Shershaah	N/A
74.	Andhravilas	Border, Uri, Shershaah: Indian War Movies to Watch After Operation Sindoor	N/A
75.	Navyug Sandesh	पुष्पा से आइकॉनिक सुपरस्टार बने अल्लू अर्जुन की सफलता का राज	N/A
76.	Bollywood News	Prerna Arora On Star Kids & The South Supremacy	N/A
77.	123telugu	ఎన్టీఆర్ బ్రాండ్ 'వార్ 2"కి తెలుగు రాష్ట్రాల్లో భారీ బిజినెస్!	N/A
78.	सकाळ(eSakal)	Movies On Air Strike : उरी ते फायटर, हवाई हल्ल्यावर आधारित टॉप १० चित्रपट	N/A