

Medha Shankr Receives an IMDb STARMeter Award

Medha Shankr (12th Fail) receives an IMDb 'Breakout Star' STARMeter Award, as determined by IMDb data on the page views of the more than 200 million monthly IMDb visitors worldwide

MUMBAI, India—February 22, 2024—IMDb (www.imdb.com), the world's most popular and authoritative source for information on movies, TV shows, and celebrities, presented an IMDb 'Breakout Star' STARMeter Award to [12th Fail](#) star [Medha Shankr](#). The award recognizes stars who are strong performers on the Popular Indian Celebrities list on the IMDb app. It charts the page views of the more than 200 million monthly visitors to IMDb worldwide and has proven to be a keenly accurate predictor of stars who are about to have a breakthrough career moment.

Shankr can currently be seen in [Vidhu Vinod Chopra's](#) biographical drama film *12th Fail*, based on the real-life story of IPS Officer Manoj Kumar Sharma (played by [Vikrant Massey](#)) and IRS Officer Shraddha Joshi (played by Shankr). Following the movie's streaming release, Shankr ranked in the top 10 of the Popular Indian Celebrities list three times in January, including two weeks at the number one spot. *12th Fail* currently holds the top spot on the [Top 250 list of top-rated Indian movies](#) chart, and an IMDb user rating of 9.1. Shankr's earlier credits include [Dil Bekaraar](#), [Max, Min, and Meowzaki](#), and [Shaadisthan](#).

"I'm very honored to be receiving the IMDb 'Breakout Star' STARMeter Award. This is my first award for *12th Fail*, so it's extremely special, and it's coming from IMDb, which is the most credible source for movies, so I'm very happy," said Medha Shankr. "Audience love matters to me the most, and I want to thank my fans for giving me so much of it for this performance."

"IMDb congratulates Medha for her powerful performance in *12th Fail* that captivated global audiences and delighted viewers," said Yaminie Patodia, head of IMDb India. "Fans and entertainment professionals around the world have enjoyed learning more about her life and career on IMDb, and we are proud to honor her early and continuing success with this award."

View Shankr's award presentation video [here](#). IMDb users can also add web series and films from Shankr's filmography and other titles to their IMDb Watchlist at imdb.com/watchlist.

Previous IMDb 'Breakout Star' STARMeter Award recipients include Bhuvan Arora, Angira Dhar, Adarsh Gourav, Ashley Park, Natasha Bharadwaj, Ayo Edebiri, and Regé-Jean Page. Learn more about IMDb STARMeter Awards at imdb.com/starmeterawards.

About IMDb

IMDb is the world's most popular and authoritative source for information on movies, TV shows, and celebrities. Products and services to help fans discover and decide what to watch and where to watch it include: the IMDb website for [desktop](#) and [mobile devices](#); [apps](#) for iOS and Android; and, X-Ray on Prime Video. For entertainment industry professionals, IMDb provides [IMDbPro](#) and [Box Office Mojo](#). IMDb licenses information from its vast and authoritative database to third-party businesses worldwide; learn more at developer.imdb.com. IMDb is an Amazon company. For more information, visit <https://www.imdb.com/press> and follow @IMDb_in.

Contact:

press@imdb.com

