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PRESS RELEASE

**Indian-American singer's video song on 'Wedding in Kerala'
garners one million views**



Thiruvananthapuram, July 17: A three-language romantic video song by renowned Indian-American singer Vidya Vox on the wedding in Kerala has garnered over a million views on YouTube, highlighting the state's irresistible appeal as an ideal destination for marriage and honeymooners.

The three-and-a-half-minute 'Shubha Mangalyam' video, featuring lyrics in English, Hindi and Malayalam, portrays a non-Malayali couple celebrating their wedding in Kerala and enjoying the picturesque charm of the southern state.

Vidya completed this lilting music track — a unique mash-ups of western pop with Indian classical — in collaboration with Kerala Tourism this mid-summer. The song has garnered positive responses from viewers, effectively earning a global appeal about 'God's Own Country' as a desirable wedding destination.

Shot across south-central Kerala's scenic landscapes of Alappuzha backwaters, Vagamon hills and Marari beach, 'Shubha Mangalyam' has achieved over ten lakh views on YouTube in just two months, thanks also to its catchy melody and spectacular visuals.



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Comments show the viewers' admiration for Kerala's natural beauty and as well as its perfect suitability as a wedding destination.

'Shubha Mangalyam', which has garnered popularity across other social media platforms such as Facebook, Instagram, and Twitter, continues to trend with a burgeoning popularity. It also serves as a tool that promotes awesome charm of Kerala across the globe.

'Shubha Mangalyam' video comes just eight months after Travel + Leisure India & South Asia magazine declared Kerala as the best wedding destination. The choice was on the basis of a poll by the magazine's readers from various tourist destinations of India. Last year, Kerala Tourism organized a publicity campaign in airports and social media platforms to promote the state as an ideal tourism destination. The campaigns have augmented the trend of using the state as preferred wedding destination.

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