Press Release

‘Kireedam’ bridge a prime spot in Kerala’s Cinema Tourism project

Project gets Rs 1.22 cr administrative sanction

Thiruvananthapuram, Oct. 17: With Kerala Tourism working on big plans to promote cinema tourism, the ‘Kireedam’ bridge in the state capital suburb Vellayani, the famed location of the cult classic Mohanlal-starrer ‘Kireedam,’ has been identified as a prime spot to attract visitors.

The Government has given administrative sanction of Rs 1,22,50,000 to develop the ‘Cine Tourism Project—Kireedam Palam at Vellayani,’ which is to be completed in 18 months.

The roaring success of the 1989 Malayalam blockbuster ‘Kireedam’, featuring legendary actor Thilakan and Mohanlal as father and son, has brought the narrow bridge at Vellayani to fame as the locale of emotional scenes of the movie. Since then, the captivating spot has been frequented by cine buffs and tourists.
Recently, Kerala Tourism (KT) brought the picturesque location on board as it goes well with its Experiential Tourism concept, which promises a wholesome experience for tourists and holiday makers by treating them to diverse charms of the vibrant culture of the state.

‘Kireedam’ bridge is the first initiative to take off under Cinema Tourism project with the other being Bekal Fort in Kasaragod, where Mani Ratnam shot the popular song ‘Uyire...’ for his ‘Bombay’. During a meeting with Tourism Minister Shri P A Mohamed Riyas, the filmmaker had extended his support to the project and agreed to take part in the Cinema Tourism programme at Bekal.

Shri Riyas said there are many picturesque places that became prime locations of all-time hit movies and the Department of Tourism intends to mark those spots for Cinema Tourism project. Some of these are closely identified with some of the box office hits and Kerala Tourism will spot such locales in all districts, he added.

Kerala Tourism Secretary Shri K Biju exuded confidence that KT’s concept of Experiential Tourism will find an effective impact through Cinema Tourism project.

Kerala Tourism Director Shri PB Nooh said the project will bolster the efforts of the Department of Tourism in identifying more riveting tourism centres to attract visitors.

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