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## **Role of Film Festivals in Promoting Malayalam Cinema on the Indian and International Stage**

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### **INTRODUCTION**

Film festivals play an important role in promoting Malayalam cinema both on Indian and international stage. Film festivals are the platforms which bring together film makers, producers, distributors, and other industry professionals creating various networking opportunities. In this paper I am going to research about the importance of film festivals in promoting Malayalam cinema and the opportunities it creates for the industry. These platforms create a platform for cinephiles in India and abroad to discover Malayalam cinema. Festivals like International Film Festivals of Kerala (IFFK) present the best of Malayalam cinema to a wider audience. On the Indian stage, there are other film festivals like International Film Festival of India (IFFI), Bengaluru International Film Festivals, Mumbai International Film Festivals, Kolkata International Film Festivals and many more. On the international stage, there are festivals like International Film Festival Rotterdam (IFFR), Cannes, Berlinale and Toronto International Film Festivals which serve as gateways for Malayalam films to reach a wider audience.

I am going to talk in this paper about all those Malayalam films which participated in various film festivals and gained popularity and won many awards. We will discuss how they create opportunities for collaboration and exchange with other filmmakers. There are many films which gained popularity through film festivals. There was a time when there was only a specific audience who participated in film festivals and made films only for film festivals. They were considered intellectuals. Things have changed now and more people started accepting film festivals. We will also discuss how today's youths started accepting and started participating in film festivals and how films nowadays are made for commercial success as well as for participating in film festivals. We will start by discussing the films which participated in film festivals, gained popularity and the commercial films which then participated in film festivals.

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### **AIM**

The main aim of this paper is to understand how film festivals help Malayalam films reach a wider audience and gain recognition in India and around the world. This paper explores the impact of film festivals in promoting Malayalam cinema.

People had a negative mindset about film festivals in the olden days. Many youths thought that film festivals are just for intellectuals. They didn't participate in any of the festivals or watched any films that are made for film festivals. They claimed it to be boring and used to call it 'award films'. People viewed film festivals as too serious and artistic, preferring movies for pure entertainment.

I am going to prove how things have changed and how modern people started accepting film festivals. They discovered that film festivals provide a platform for discovering diverse stories, cultures, and artistic expressions from around the world. With the rise of digital connectivity and globalization, individuals have become more open to exploring films beyond mainstream cinema, seeking out unique perspectives and innovative storytelling.

The next aim in this paper is to introduce different films starting from the 90's to present time which have participated in different film festivals and won many awards. How those films were accepted by the audience and the acceptability has changed over a period of time.

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### **ARGUMENT POINTS**

Connections: Film festivals facilitate collaboration and deal-making between producers, directors, and other industry professionals, thereby advancing Malayalam cinema both domestically and internationally.

More People Watching: Malayalam films are made available to film enthusiasts in India and other nations through these festivals. Through movies, they can view a variety of stories and discover more about Kerala culture.

Achieving Recognition: Malayalam films that participate in major film festivals such as Cannes or Toronto may be eligible to gain recognition. This increases their visibility and perception as quality films.

Sharing experiences: Various cultures can learn about Kerala's experiences and share their own by showcasing Malayalam films in international festivals. This improves interpersonal understanding and adds intrigue to the movie universe.

Generating Revenue: Participating in film festivals not only helps movies gain recognition but also increases their revenue. More people may desire to see a film that receives recognition during a festival, which increases ticket sales.

Shifting Perceptions: In the past, many believed that film festivals were exclusive to the affluent. However, many people now consider them to be an enjoyable method to watch intriguing films from around the globe.

Old Films, New Audiences: Through festivals, certain old Malayalam films gained international recognition. People still remember and adore them despite their advanced age.

Motivating Filmmakers: Having their films receive positive reviews at festivals encourages filmmakers to continue producing fresh, intriguing pictures. It demonstrates to them the value that their work has worldwide.

Recent Success Stories: Several Malayalam films gained recognition following their premieres at major film festivals. This demonstrates the continued significance of film festivals today.

The Big Picture: In general, Malayalam film festivals contribute significantly to the global recognition and appreciation of Malayalam cinema. They facilitate cross-cultural dialogue, the discovery of fresh tales, and global cinema enjoyment.

Promoting Diversity: By showcasing films from many origins and cultures, film festivals promote diversity within the film industry. This is crucial for advancing Malayalam film and ensuring that it receives the credit it merits.

Increasing Tourism: Malayalam films that are showcased at international film festivals have the potential to draw tourists to Kerala who are interested in experiencing the culture that the films portray. The local economy and tourism sector may benefit from this.

Focus on Documentaries: A few film festivals give special attention to documentaries, giving Malayalam documentarians a chance to raise awareness of significant social issues, customs, and environmental concerns that are common in Kerala.

Building Industry image: The Malayalam film industry's image as a center for high-caliber filmmaking has been enhanced by its regular participation in and success at film festivals, which has drawn talent, funding, and partnerships from both inside and outside the state.

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## **FILMS THAT PARTICIPATED IN FILM FESTIVALS AND GAINED POPULARITY**

### **CHEMMEEN(1965)**

The iconic Malayalam film Chemmeen, which was directed by Ramu Kariat, released in 1965. The same-titled novel by Thakazhi Sivasankara Pillai was used as the basis for the movie. Chemmeen is regarded as a classic of Indian cinema and one of the best movies ever made in that country. Set against the backdrop of Kerala's traditional fishing community, the film documents the narrative of a forbidden love affair between Muslim fisherman Pareekutty and Hindu woman Karuthamma. The movie looks at caste, religion, love, and social conventions.

The movie achieved recognition among viewers worldwide and took part in a number of film festivals, including the Cannes Film Festival. When Chemmeen premiered at the Cannes Film Festival in 1959, it was highly praised for both its narrative and photography. As a result, the movie was seen by many people throughout the world, and they began to discuss it. The film received more attention from reviewers and audiences worldwide as a result of its exposure at such a prestigious international stage.

After that, the movie received recognition at the 1965 International Film Festival of India (IFFI), where it took home the Golden Peacock Award for best picture. At the 1965 National Film Awards, Chemmeen took home the President's Gold Medal for Best

Feature Film in Malayalam. In addition, Chemmeen won the Afro-Asian Film Festivals' Golden Lotus Award for Best Feature Film. These film festivals have contributed to the picture's increased recognition on the Indian and global film scenes.

Chemmeen proved to be a commercial as well as critical success. After being released in 1965, the movie became highly praised by viewers in Kerala and other regions of the nation. The film's engaging plot, strong acting, and striking photography captured audiences' attention and helped it succeed at the box office.

### **ELIPPATHAYAM(1981)**

Directed by Adoor Gopalakrishnan, Elippathayam is another iconic Malayalam film, released in 1981. The film is regarded as one of the best Indian productions in history.

The English translation of the title "Elippathayam" is "Rat Trap." Following the story of a man restricted in his ancient ancestral home, the film addresses themes of isolation, deterioration, and feudalism. Because of its complicated themes and narrative technique, Elippathayam is regarded as an important work in Indian film. It is famous for its minimalist narrative style, precise representation of rural Kerala, and strong social critique.

The movie has taken part in a number of Indian and international film festivals. In 1982, it took home the Sutherland Trophy from the London Film Festival. In 1982, the movie premiered at the Cannes Film Festival as part of the director's fortnight section. Critics gave the movie favorable reviews, and it played a part in bringing Adoor Gopalakrishnan's art to a wider audience. One of the biggest and most prominent film festivals in the world, the Berlin International Film Festival, also screened the movie. The movie's standing was further enhanced on the global stage by its participation in this significant event.

In addition, Elippathayam has received other awards, including the British Film Institute's Most Original and Imaginative Film Award, the Kerala State Film Award, the National Film Award for Best Feature Film, and the Filmfare Award for Best Malayalam Film.

Elippathayam was not, in the conventional sense, a commercial hit in terms of success. Although receiving high praise from critics and winning multiple accolades, the film's appeal was more specialized, and it didn't have much success at the box office. But over time, its creative and cultural significance has been acknowledged, and it is frequently recognized as a seminal work of Indian cinema. The foreign audience is learning about Malayalam cinema, the culture, the accurate depiction of our region, etc. through these films. These movies will always be remembered and preserved.

#### **MATHILUKAL(1990):**

Adoor Gopalakrishnan directed the 1990 film Mathilukal. The same-titled autobiographical novel by Malayalam writer Vaikom Muhammad Basheer served as the basis for the movie. "Mathilukal" focuses on Basheer's experiences being imprisoned in a jail during the early 1940s while living under British colonial rule. The friendship that grows between Mammootty's character Basheer and KPAC Lalitha's character Narayani, a female prisoner with whom he communicates across the jail wall, is the main focus of the movie. Mathilukal is famous for its excellent storytelling, deep character development, and portrayal of human resilience. The spirit of Basheer's writing style and his distinct viewpoint on freedom, love, and life are captured in the movie.

Mathilukal has won numerous awards and has participated in various film festivals. It has won the National Film award in 1990 for best feature film in Malayalam and Kerala state film awards for best film, best direction, best screenplay, best cinematography and best actor all in 1990. It has also won the Filmfare award for best film (Malayalam) in 1990.

Mathilukal was screened at the Venice Film Festival, where it received positive reviews and gained attention for its positive storytelling and performances. The film then reached a wider international audience through the film festival. Mathilukal was also featured at the International Film Festival of India (IFFI), which further enhanced its visibility and reputation.

Mathilukal is considered more of a critical success than a commercial one. While it received widespread acclaim for its storytelling, performances, and direction, it may not have achieved significant commercial success in terms of box office earnings compared to mainstream commercial films. The film's narrative style, which is more character-driven, might have limited its appeal to a broader commercial audience. But recently the film has gained popularity as today's youth started watching old classic Malayalam films. Many scenes from the movie are used in social media for praising the movie and acting skills of Mammootty who has played the lead role in the film. Still the film is there in the hearts of many audiences.

#### **VIDHEYAN(1993):**

Vidheyan was released in 1994, directed and written by Adoor Gopalakrishnan. It is based on the novel 'Bhaskara Pattellarum Ente Jeevithavum' written by Paul Zachariya. The film, starring M. R. Gopakumar, explores the master-slave relationship in a South Karnataka setting. It is a powerful Malayalam film that participated in various international film festivals.

Vidheyan was showcased in the Cannes Film Festival, one of the prestigious film festivals in the world. Apart from that, Vidheyan has participated in film festivals such as Chicago International Film Festival, Mannheim-Heidelberg International Film Festival, Nantes Three Continents Festival, National Film Awards India, Rotterdam International Film Festival, Singapore International Film Festival, Kerala State Film Awards etc. Adoor Gopalakrishnan got recognition in National Film Awards India in 1994. It won the NETPAC Award for Best Malayalam Film at the International Film Festival of Kerala (IFFK) in 1993, attaining acclaim for its compelling narrative and performance.

#### **VANAPRASTHAM(1999)**

Vanaprastham which was released in 1999 is directed by Shaji N. Karun. Vanaprastham is a visually stunning film that participated in prestigious film festivals worldwide. It's a psychological drama set in post-independence India. The central character, Kunhikuttan (played by Mohanlal), is a talented but troubled Kathakali dancer. Vanaprastham is considered a landmark film in Malayalam cinema, known for its powerful storytelling and visual poetry. Mohanlal's performance is widely regarded as one of his best, showcasing his exceptional acting range. The film's unique cinematography, with long takes and stark visuals creates a haunting atmosphere. Vanaprastham was the first Indian film shot in Panavision format. It attained international recognition, being screened at the prestigious Cannes Film Festival. The film also delves into the caste system and its impact on individuals.

Vanaprastham was showcased in Cannes International Film Festival in 1999. The prestigious event showcased the film, marking a significant achievement in the Indian Cinema. The film was also screened in the 45th International Film Festival of India in 2014 on a special program honoring dance in Indian cinema, a fitting tribute to the film's central theme and portrayal of Kathakali. In National Film Awards (1999), India, the film secured three major awards which are for the best actor (Mohanlal), best feature film and best editing (A. Sreekar Prasad). The film received the FIPRESCI prize in the Mumbai

International Film Festival(1999), an honor by the International Federation of film critics. Vanaprastham also won the Special Jury Prize, signifying appreciation from the festival's jury in Istanbul International Film Festival in 1999 and it secured a total of six awards at this state-level ceremony, including Best Director (Shaji N. Karun) and once again, Best Actor (Mohanlal) in Kerala State Film awards in 1999.

#### **PIRAVI(1989)**

Piravi, released in 1989 is a powerful Malayalam drama directed by Shaji N. Karun. Piravi is based on the true story of Professor T. V. Eachara Warriar, whose son disappeared while in police custody during the National Emergency period in India (1975-1977). The film follows Raghavan, a father whose son, Raghu goes missing while studying far away. Raghavan desperately searches for his son, journeying to the local bus stop every day, clinging to hope for his return. The film portrays the emotional turmoil and helplessness faced by Raghavan as he struggles with uncertainty and loss.

Piravi garnered widespread critical acclaim upon release. It achieved international recognition, receiving a Special Mention at the prestigious Cannes Film Festival's

Caméra d'Or award in 1989 marking a significant achievement for the Malayalam cinema on the international stage. The film won the National Film Award for Best Feature Film in India that same year.

#### **ADAMINTE MAKAN ABU(2011)**

Adaminte Makan Abu which was released in 2011 is a critically acclaimed Malayalam social drama film written, directed, and co-produced by Salim Ahamed. The film centers around Abu, an aging Muslim couple who wish to fulfill a lifelong dream of performing the Hajj pilgrimage to Mecca. Abu who works actively as a perfume seller, saving every penny to make the pilgrimage possible. The narrative explores their struggles and sacrifices as they go through financial issues and emotional difficulties of their wish.

On the Indian stage, the film participated in film festivals like 17th Kolkata International Film Festival, 9th Chennai International film festival, 4th Bengaluru International Film Festival which allowed the people in Bangalore to connect with the film, 10th Pune International Film Festival which broadened the film's within the Marathi film industry hub and the International Film Festival of India (IFFI) in which the film's selection for the panorama section was a notable achievement. The film also won the special jury award here.

On the international stage, the film participated in the 35th Portland International Film Festival. This North American festival marked the film's debut on the international stage. Other than that the film participated in Chicago South Asian Film Festival which is another key festival showcasing South Asian cinema to American audiences. Then it participated in the 8th South Asian International Film Festival (SAIFF). This prestigious event held its North American premiere of Adaminte Makan Abu on the opening night, highlighting its significance.

#### **KAMMATIPAADAM(2016)**

Kammattipaadam, directed by Rajeev Rasvi who is also a cinematographer, was released in 2016. The movie revolves around Krishnan who comes to Kammattipaadam, a slum locality in Kochi, Kerala, after he gets a call from his childhood friend Ganga who is in trouble. On his arrival, Krishnan finds himself on the way of death and deception as the truth from his past comes out. The story deals with the options of loyalty, friendship and the fight against the forces of higher powers that are willing to abuse the land for urban development. Kammattipaadam tears the veil of the Dalit community misfortune, who have been compelled to part with their ancestral lands to real estate gangs, exposing the adverse realities of gentrification. The lead role in the movie was played by famous Malayalam actor Dulquer Salmaan. There are other important characters played by Vinayakan, Manikanda Rajan, Shaun Romy etc.

Kammattipaadam has participated in the 21st International Film Festival of Kerala in which the film secured the NETPAC Award for best Malayalam film, highlighting its excellence within the Malayalam cinema. This award was presented by the Network for the Promotion of Asian Cinema. Kammattipaadam had won best actor (Vinayakan), best film editing (Santhosh Sivan), best background music (Shaan Rahman) and best sound design in Kerala State Film Awards 2016. Kammattipaadam was also screened in the Mumbai Film Festival (MAMI).

#### **THE GREAT INDIAN KITCHEN (2021)**

The Great Indian Kitchen, directed by Jeo Baby is a critically acclaimed Malayalam film that participated in several international film festivals. It received praise for its realistic portrayal of the struggles faced by women in Indian households. The film revolves around a young newly-wed lady (played by Nimisha Sajayan) who has problems getting along with the traditional values of being a subordinated wife in her husband's (Suraj Venjaramoodu) conservative family. The film makes a quiet yet sharp critique of the gendered expectations through a string of regular tasks and daily conversations, which train women to carry out the domestic chores with no agency or dignity. Viewers accompany the heroine as she faces the hardships of social norms which push her to pay particular attention to cooking, cleaning, and attending to the needs of her husband and in-laws at the expense of her own interests and personal values.

On an international stage, the movie took part in the International Film Festival of Melbourne (IFFM) in 2021. Notwithstanding the fact that the film was not selected for the main competition, it got a nomination for the Best Director award to Jeo Baby and also received an Honorary Award for Best Actress for Nimisha Sajayan. This film got the opportunity to be showcased at Palm Springs International Film Festival in 2021 and hence, was watched by a large audience from outside India. The film also participated in the Shanghai International Film Festival 2021. The film was screened in this festival, thus its further spread on an international level.

The Great Indian Kitchen won three major awards in the Kerala state film awards 2021 for best actor, best screenplay and best sound design. Although it might not have won awards at the major international festivals, its presence in those well-known events is a clear testimony to its critical acclaim and global recognition.

#### **JALLIKATTU(2019)**

Jallikattu, directed by Lijo Jose Pellissery, is a Malayalam action thriller and visually stunning film. Jallikattu doesn't follow a traditional narrative structure. It revolves around a violent incident in a remote village in Kerala. A buffalo escapes from a slaughterhouse, triggering panic and chaos. The people of the village employ measures that are cruel but unrelenting, using them to catch the bull. The movie depicts the real expression of the event as well as the fact of the Jallikattu (bull-taming ritual) being extremely brutal, even if it is violent. As the pursuit progresses, the film dissects ideas such as masculinity, herd mentality, and baseline instincts that may rise from structures that appear as civilized societies.

Jallikattu was showcased at the Toronto Film Festival in September 2019. TIFF is one of the largest and most prestigious film festivals, globally connecting the world's films for audiences from different cultures. The film then participated in the Busan International Film Festival in South Korea after it premiered at the Toronto International Film Festival. This festival is not only the main but also the most prestigious event for Asian cinema attracting filmmakers and audiences from around the globe. On the Indian stage, Mumbai Film Festival highlighted Jallikattu as one of the major platforms in India and worldwide for Indian and international cinema. Its inclusion in MAMI further solidified its status as a noteworthy film in the Indian cinematic landscape. Alongside the described festivals, Jallikattu has also been a part of other international film festivals, thus representing on a global arena.

Jallikattu won multiple awards at the Kerala State Film Awards, including Best Director for Lijo Jose Pellissery, Best Sound Mixing, and Best Original Background Score. The film premiered at IFFK, securing the prestigious NETPAC Award for Best Malayalam Film. At the 50th International Film Festival of India held in 2019, Jallikattu won the prestigious Golden Peacock Award for Best Film. This award recognizes the best film across all categories at the festival. Also the film received acknowledgement from various film critics and organizations, further highlighting its critical acclaim and impact.

#### **MOOTHON(2019)**

Moothon is a Malayalam-language film directed by Geetu Mohandas that was released in 2019. It reflects a journey of a boy from Lakshadweep to Mumbai to find his elder brother. The movie was praised by critics for its directing, performances, and the way it irradiated the issues of the LGBTQ+ community.

Moothon won the Oxfam Award for Best Film on Gender Equality at the Mumbai Film

Festival. This award recognizes films that promote gender equality and shed light on social issues related to gender. Moothon received several nominations at the Filmfare Awards South, including Best Film (Critics), Best Director (Geetu Mohandas), and Best Actor (Nivin Pauly).

Moothon had its world premiere at the Toronto International Film Festival in 2019. TIFF is one of the most prestigious film festivals globally, providing a platform for international films to reach a diverse audience. In addition to winning the Oxfam Award, Moothon was also showcased at the Mumbai Film Festival. Its inclusion in MAMI further highlighted its significance in the Indian cinematic landscape. Moothon likely participated in several other international film festivals, gaining recognition and acclaim on the global stage. These festivals serve as platforms for promoting cultural exchange and showcasing diverse storytelling.

The film was released on an OTT platform and was not a big commercial success.

However it received critical acclaim for its direction, performances, and storytelling.

#### **JOJI(2021)**

Joji is a 2021 Malayalam-language film directed by Dileesh Pothan and written by Syam Pushkaran. The film is loosely inspired by William Shakespeare's play "Macbeth" and tells the story of a dysfunctional wealthy family in Kerala. "Joji" revolves around Joji Panachel, the youngest son of the wealthy Panachel family. Joji is seen as the black sheep of the family and is constantly run down by his father and siblings. When the family faces financial troubles, Joji sees an opportunity to seize control and secure his place in the family hierarchy. His actions lead to a series of events that spiral out of control, ultimately leading to tragic consequences.

The film participated and won top honor at the Swedish International film festival. Joji has won the best feature film in Barcelona International Film Festival followed by best narrative feature in Vegas movie awards and Honorable mention in New York movie awards. These awards have helped the movie gain an international appreciation among different audiences.

Joji won multiple awards at the Kerala State Film Awards, including Best Director for Dileesh Pothan and Best Original Screenplay for Syam Pushkaran. The film received several nominations at the Filmfare Awards South, including Best Film, Best Director, and Best Actor (Fahadh Faasil). Joji received nominations at South Indian International Movie Awards (SIIMA) for categories such as Best Film, Best Director, and Best Actor.

#### **MALIK(2021)**

The movie Malik is a Malayalam-language political crime drama film directed by

Mahesh Narayanan starring Fahadh Faasil, was released in the year 2021. The movie gives the viewer a testimony of the sea-bound life of Sulaiman Malik, a dashing leader and prominent settler of a coastal town in Kerala. It talks about the concepts of power, corruption, and justice as well as their connotation with a lot of politics, society, and overall human communication.

The film has got an official selection in the 51st International film festival Rotterdam in 2022. This made the film recognised by a wider international audience. popularity just through film festivals.

#### **KUMBALANGI NIGHTS(2019)**

Kumbalangi nights, a coming-of-age malayalam film directed by Madhu. C. Narayanan is a critically acclaimed Malayalam drama film that explores themes of brotherhood, family, and societal expectations. The film centers around four brothers, Saji, Bonny, Bobby, and Franky, who live together in a dysfunctional household on a small island called Kumbalangi, near Kochi, Kerala. The brothers have strained relationships due to past conflicts, unresolved issues, and their differing personalities. The narrative unfolds as Saji, Bonny, and Franky decide to support their youngest brother, Bobby, in pursuing his love interest, Baby.

The film had its premiere at the International Film Festival of Kerala(IFFK), showcasing its quality to a global audience. It was also screened at the International Film Festival Rotterdam(IFRR), further enhancing its international exposure.

The film has won numerous awards in Kerala State Film Awards for Best Director (Madhu C. Narayanan), Best Screenplay (Syam Pushkaran), Best Supporting Actor (Fahadh Faasil), Best Character Actor (Shane Nigam), Best Debut Director (Madhu C. Narayanan), Best Editor (Saiju Sreedharan).

#### **UYARE(2019)**

Uyare is a malayalam movie directed by Manu Ashokan which was released in 2019. The story revolves around Pallavi Raveendran, a young woman with dreams of becoming a pilot. However, her aspirations are shattered when she becomes a victim of an acid attack perpetrated by her boyfriend, Govind.

The film didn't participate in major international film festivals like Cannes or Berlinale, it did have screenings at several notable domestic film festivals in India. It has participated in the International Film Festival of Kerala(IFFK). Taking place in Thiruvananthapuram, Kerala, every year, this is one of the most well-known film festivals in India. Uyare was screened at this festival because of its importance in advancing Malayalam film. Then the movie was screened at Mumbai Film Festival (MAMI) which made the movie reach a wider audience. The Kerala State Film Awards, yet not a traditional film festival, recognize the best in Malayalam filmmaking. "Uyare" was praised by critics and won several awards, such as Kerala State cinema Awards' Best Actress for Parvathy Thiruvothu, indicating its importance in the Malayalam cinema industry.

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### **INFERENCE**

When we look at how film festivals help Malayalam movies get known in India and around the world, we notice a few important things. First, these festivals are like big meetings where filmmakers, producers, and others in the movie industry can meet and work together. This helps people discover new stories and cultures from Malayalam cinema, both in India and in other countries. As we study how people see film festivals, we see a change. In the past, some thought they were just for smart people, but now more people see them as places to find interesting stories and new ways of telling them. This change happened because of the internet and how connected the world has become. Now, more people are open to watching movies from film festivals.

The paper talks about many famous Malayalam movies from different times, showing how they were shown in different film festivals and what people thought of them. From old classics like Chemmeen to newer hits like Jallikattu and Joji, each movie's journey through festivals is explained in detail. This shows how these festivals help Malayalam cinema become more famous and respected.

Also, the paper talks about how film festivals can make a movie both famous and successful. Some movies, like Chemmeen, did well both critically and commercially, while others, like Elippathayam and Mathilukal, were praised more for their artistry. But even if they didn't make a lot of money, these movies are still important and should be remembered.

Lastly, the paper mentions how Malayalam movies get noticed internationally when they're shown in big festivals like Cannes and Toronto. This not only helps more people see these movies but also lets different cultures share their stories through cinema.

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### **CONCLUSION**

In this paper, we've talked about how important film festivals are for Malayalam movies in India and around the world. These festivals are like big meetings where people who make movies, sell them, and work in the industry can get together and work together. They're also a way for people who love movies to see different kinds of stories and cultures from Malayalam movies.

Before, people used to think film festivals were just for really smart people. But now, more people understand that they're a good way to see different kinds of stories and ideas. This change happened because of the internet and how connected the world is now. We've looked at a bunch of famous Malayalam movies, from old ones like Chemmeen to newer ones like Kumbalangi Nights and Moothon. These movies have been in lots of film festivals and won awards. Being in these festivals helps more people see and know about Malayalam movies, and sometimes it helps the movies make more money

too. Also, we've talked about how Malayalam movies get noticed in other countries too, like at festivals in Cannes and Toronto. Being in these festivals doesn't just help the movies find more fans, but it also helps different cultures learn from each other.

So, in short, film festivals are really important for Malayalam movies to be known and appreciated all over the world. This essay has shown how they help these movies get noticed, both in India and outside, and why it's important to remember and celebrate them.