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Premam Turns 9: A Timeless Malayalam Blockbuster ===== The Malayalam film Premam, released on May 29, 2015, continues to captivate audiences nine years after its theatrical release. Directed by Alphonse Puthren and starring Nivin Pauly, the romantic drama has become a beloved classic in Mollywood. Despite having a budget of ₹4 crore, the film grossed an impressive ₹74.5 crore worldwide. Premam's success can be attributed to its unique storytelling style, which balances irreverence with familiarity and wit. The film follows George's (played by Nivin Pauly) love life in three phases, taking viewers on a journey from school days to adulthood. Sai Pallavi's portrayal of Malar, a guest lecturer, was particularly noteworthy, as she brought about a sense of joy and liberation by dismantling unrealistic beauty norms. The film's soundtrack and visuals are also highly praised, with the track "Malare" sung by Vijay Yesudas becoming a viral sensation before its release. Anend C Chandran's cinematography captures the essence of nostalgia, making the frames feel like flipping through the pages of an old photo album. The ensemble cast, including Shabareesh Varma and Soubin Shahir, deliver strong performances that complement the film's charm. Premam has had a lasting impact on Malayalam cinema, launching the careers of Nivin Pauly, Sai Pallavi, and Anupama Parameswaran. Its success also led to the remake of the film in Telugu, starring Naga Chaitanya and Shruti Haasan. The film's enduring popularity is a testament to Alphonse Puthren's skillful direction and the cast's outstanding performances. Premam celebrates decade with numerous awards and a cult following ===== Premam has several other notable awards to its credit. Also Read: 'Premam' re-release gets a rousing welcome in Tamil Nadu Premam hit the screens on Friday, May 29, 2015. Directed by Alphonse Puthren, it was not only a box office success but also cinematic magic. Even nearly a decade later, the memory remains. After Neram, Alphonse and Nivin created a buzz. Premam wasn't just one love story - it captured multiple shades of youth: awkwardness, crushes, heartbreaks, re-awakenings, and enduring love. "The fundamental nature of love remains the same," film critic Subash Babu reflects, "but our way of thinking changes." Today's audience wouldn't accept George as a stalker; he was once a phenomenon. The songs in Premam, such as Malare... Rockankuthu, are memorable, echoing in bus stops and late-night drives. The Aluva Puzha number was danced at every college fest, wedding sangeet, and cultural event. Premam beautifully captured Kerala's youth culture - from college life, friendships, and hangouts to the rural and urban divide. The film's locations, costumes, and dialogues felt rooted in real life, connecting audiences across generations deeply with the story. Nivin Pauly recently shared unseen pictures from Premam's sets on Instagram, commemorating the film's 10-year milestone. He captioned the post, "[#10YearsOfPremam](#) — Here's to the magic of @alphonseputhren, memories we've created, and Premam's everlasting impact."