

= Kadhalikka Neramillai =

Kadhalikka Neramillai (English : No Time for Love) is a 1964 Indian Tamil @-@ language romantic comedy film produced and directed by C. V. Sridhar , who also conceived and co @-@ wrote its script with Chitralaya Gopu . The film features an ensemble cast consisting of T. S. Balaiah , R. Muthuraman , Nagesh , Rajasree , Sachu , Ravichandran and Kanchana . The latter two made their debut in Tamil cinema with this film .

The plot of Kadhalikka Neramillai revolves around Viswanathan , an estate owner who hopes to get his daughters Nirmala and Kanchana married to wealthy grooms . However , Nirmala falls in love with Ashok , a poor man who was once employed by Vishwanathan . To earn Viswanathan 's approval , Ashok pretends to be the only heir of a rich businessman ; he is supported by his friend Vasu , who poses as Ashok 's fictional millionaire father Chidambaram . A comedy of errors ensues when Vasu discovers his lover Kanchana is Viswanathan 's other daughter .

Principal photography for the film was completed in 30 days , with shooting taking place mostly in Ooty and in a bungalow near Pollachi . One song sequence was filmed in Marina Beach , Chennai . It was the first Tamil film to be released in Eastmancolor ; previous Indian colour films were made in Gevacolor and Technicolor . The cinematographers were A. Vincent and P. N. Sundaram , and the editor was N. M. Shankar . The film 's soundtrack and score were composed by the duo Viswanathan ? Ramamoorthy , with lyrics written by poet Kannadasan .

Kadhalikka Neramillai was released in February 1964 to critical acclaim ; it was a commercial success , running in theatres for more than 175 days . It has also received wide appreciation from contemporary critics and film personalities . Regarded as a trend @-@ setting comedy , the film has since developed a cult status in Tamil cinema . Its success led to a Telugu remake Preminchi Choodu (1965) , a Hindi remake Pyar Kiye Jaa (1966) and a Kannada remake Preethi Madu Thamashe Nodu (1979) ; the Telugu remake was directed by P. Pullaiah while the Hindi remake was directed by Sridhar . Rajasree reprised her role in both those films .

= = Plot = =

Viswanathan (T. S. Balaiah) is an arrogant , money @-@ minded estate owner who lives in a bungalow called Chinnamalai Estate near Pollachi . His son Chellappa (Nagesh) is an aspiring filmmaker ; Chellappa is the antithesis of his father and voices his displeasure at his father 's arrogance . Viswanathan also has two daughters ; Kanchana (Kanchana) and Nirmala (Rajasree) . Kanchana is in love with her college mate Vasu (R. Muthuraman) , the son of a rich Chennai @-@ based businessman Sachidanandam (V. S. Raghavan) . The sisters return home after completing their education in Chennai . One day while out sightseeing , a battered car driven by their father 's young , rebellious estate manager Ashok (Ravichandran) bumps into their car . The sisters quarrel with Ashok and are annoyed by his insolence . At their home , they force Viswanathan to dismiss Ashok . Infuriated , Ashok pitches a tent overlooking their bungalow and begins a strike to get his job back . Nirmala accidentally drops a bucket of water on Ashok 's head , hurting him . Feeling guilty , she visits Ashok 's tent to apologise and they fall in love .

Viswanathan decides to get his daughters married to wealthy men . Ashok realises that because he is poor he has no chance of becoming a prospective groom . Nirmala loves him but she does not wish to elope with him . He calls up his friend , who happens to be Vasu , to pose as his wealthy father . Vasu arrives at Chinnamalai and agrees to help . He disguises himself as a rich , old man named Chidambaram . When Kanchana is introduced to Vasu in disguise , he is shocked because he believes Ashok loves Kanchana , but discovers to his relief that Ashok is in love with Nirmala .

Meanwhile , Chellappa starts a film production house called Oho Productions . Unable to earn anyone 's faith in his capabilities , he handles the film @-@ making himself . Chellappa unsuccessfully tries to persuade his father to finance his film ; he engages the estate manager 's daughter Meenalochini (Sachu) to play the heroine in his film . Chellappa selects Ashok for the film 's screenplay and asks Chidambaram to fund it . When the film does not progress as expected , Meenalochini 's father forces Chellappa to marry her . Chellappa initially refuses but realising he has

no choice , he accepts the offer .

On a short trip , Chidambaram reveals his identity to Vishwanathan 's daughters , who agree to play along . Viswanathan , believing Ashok is the only heir of a millionaire , asks Kanchana 's consent to marry him . When Kanchana rejects the proposal , Viswanathan asks Nirmala , who happily accepts . Sachidanandam , who is buying a nearby estate , is referred to Viswanathan and arrives in Chinnamalai . They meet and discover that they are childhood friends . Thinking it would be inappropriate to marry off his younger daughter while the elder one is still unmarried , Viswanathan arranges Kanchana 's marriage to Vasu , who meets his father is unable to reveal his true identity to prevent getting caught . When Sachidanandam returns to Chennai to make the wedding preparations , he finds that there has been no word from his son , who left for Coimbatore weeks before . Sachidanandam almost cancels the marriage when Vasu makes a telephone call in the nick of time and approves the marriage .

Sachidanandam 's car breaks down and he takes shelter in a nearby hut until it is fixed . There , he finds a photograph of Ashok and an elderly school teacher who is Ashok 's father . He suspects Ashok of foul play to usurp Viswanathan 's riches and files a complaint . Vasu and Ashok are held in custody by the police . As Sachidanandam arrives at the police station , the truth behind the impersonation is revealed and he withdraws his complaint . When his daughters refuse to part with their lovers , Viswanathan realises their love and agrees to their request to get married .

= = Cast = =

= = Production = =

= = = Origin = = =

C. V. Sridhar and Sadagopan , who was known by his screen name Chitralaya Gopu , had been friends since their tenure at St. Joseph 's High School , Chengalpattu . At school both were playwrights ; Sridhar wrote stage plays and portrayed the lead roles . Gopu wrote the humour @-@ oriented plays and portrayed comic roles . Later , when Sridhar had the opportunity to direct a film , he asked Gopu to join him and handle the humour content . The success of Kalyana Parisu (1959) led to Sridhar establishing his own production house , Chitralaya Pictures .

Sridhar used to spend his evenings with Gopu , driving along Marina Beach . Gopu asked Sridhar whether he would like to work on a comedy film . Sridhar , who was known for dramatic films , thought the audience would not accept a comedy from him . He agreed reluctantly upon Gopu 's insistence , and decided to produce a full @-@ length comedy and originated the title , Kadhalikka Neramillai , which translates as " No time for love " . The entire story and screenplay were conceived on Marina Beach ; according to Gopu , " [s] itting in Sridhar ? s open Herald , we discussed the script for days on end " .

= = = Cast and crew = = =

P. S. Raman , who went to Chennai in 1963 to join a medical college , was asked to see Sridhar , who was auditioning newcomers for the film . Raman was renamed Ravichandran and introduced in this film , as the character Ashok . Sivakumar had auditioned for the role before it went to Ravichandran . During a flight , Sridhar met an air @-@ hostess named Vasundhara Devi and approached her to play one of the female leads . Because she shared her name with Vasundhara Devi , the mother of actress Vyjayanthimala , Sridhar renamed her Kanchana to avoid confusion .

Rajasree , who made her film debut as a child actor in AVM Productions ' Naga Devathai (1956) playing the younger Jamuna , was in her late teenage years and was playing second heroine and sister roles in Telugu films . Gopu phoned and asked her to attend their studio the next day to audition for her role . A song sequence , " Anubhavam Pudhumai " , was shot to audition her ; the

makers were impressed and her name was added to the cast , making it her first film as a lead actress .

Sachu , who began her career as a child actor , played the heroine in films such as Veerathirumagan (1961) and Annai (1962) until Sridhar offered her a comic role . Sachu initially refused the offer as she was hesitant on playing a comic role . Sridhar assured her that being a full @-@ fledged comedy film , there were no separate comedians and that she would only be playing a character in one of the three lead pairs . Gopu also persuaded Sachu 's grandmother , who used to accompany her to the sets . Impressed by the way Sridhar " narrated the story featuring three couples " , Sachu accepted the offer . Sachu felt that the film 's story was as good as William Wyler 's Roman Holiday (1953) .

T. S. Balaiah and R. Muthuraman were chosen to play the characters Viswanathan and Vasu respectively . Nagesh , then a struggling actor whose breakthrough role was in Sridhar 's Nenjil Or Aalayam (1962) , was selected to play Viswanathan 's son Chellappa . V. S. Raghavan was cast as the father of Muthuraman 's character . The screenplay and dialogues were co @-@ written by Sridhar and Gopu . A. Vincent and P. N. Sundaram handled the film 's cinematography , while N. M. Shankar was the editor . Art director Ganga and choreographers Thangappan and Mugur Sundar comprised the rest of the technical crew .

= = = Filming = = =

Kadhalikka Neramillai was the first Tamil film to be made in Eastmancolor . According to G. Dhananjayan , author of the book The Best of Tamil Cinema , the film was launched with an advertisement that said , " Do not look for any story in the film ! " . It was produced by Vijaya Vauhini Studios and processed at Gemini Studios ' laboratory .

Principal photography on the project commenced with the song " Anubhavam Pudhumai " , which was picturised on Ravichandran and Rajasree . Portions of the song featuring the latter were the first scenes shot . Because the producers had not taken measurements for her costumes , Rajasree was sceptical about whether filming would begin that day . She was given a nightgown as the costume for the song sequence . Sachu 's costumes were designed by Sridhar himself .

Because the idea for the film came while at the Marina Beach , the opening sequence song " Enna Parvai " picturised on Muthuraman and Kanchana was filmed on the beach promenade with the University of Madras and Presidency College in the background . In the first scene of the film , Sridhar attempted to depict Chennai as a " progressive place : where couples sang duets on the Marina " . After several days of filming , Sridhar was unhappy with the script and filming was stopped . He reworked the script and dialogues , after which filming resumed . Most of the film was shot in Ooty in 30 days . Filming also took place on location at the Aaliyar Guest House , a bungalow near Aaliyar Dam , Coimbatore .

During filming , Gopu gave Ravichandran the lyrics of the song " Naalaam Naalaam " , which were written like tongue @-@ twisters in chaste Tamil . He claimed they were his own lines and asked him to memorise them . When the director called for the shots , Ravichandran asked for more time because he found it difficult to remember the dialogue . The puzzled director then said , " This isn ' t the dialogue . Who gave it to you ? This is a social film , a comedy . Gopu must have done it . He ' s always pulling a fast one , don ' t you know ? " During the 50th anniversary of the film in 2014 , Rajasree said she had difficulties in providing the right pronunciation of her dialogues for the film .

In one scene , Viswanathan asks Chellappa to tell a story , promising to finance his film if he is impressed . Knowing he will not receive any funds , Chellappa decides to scare Viswanathan and narrates a horror story . Nagesh later said this was Gopu 's idea ; " You know how director Dada Miraasi tells a story . Just follow the pattern " . Nagesh and Balaiah completed shooting the scene in a single take . Kanchana recalled filming the scene and said , " I was standing behind , trembling to control my laughter . The moment the scene was over , the entire team began to laugh , so hard , we soon had tears running down our faces . " The final length of the film was 4 @,@ 355 @.@ 97 metres (14 @,@ 291 @.@ 2 ft) .

= = Music = =

The soundtrack album and background score for Kadhalikka Neramillai were composed by Viswanathan ? Ramamoorthy (a duo consisting of M. S. Viswanathan and T. K. Ramamoorthy) and the lyrics were written by Kannadasan . The album was released under the label of Saregama .

The song " Anubhavam Pudhumai " samples a 1940 Spanish song titled " Bésame Mucho " . Philips , an autodidact guitarist , played the guitar for " Anubhavam Pudhumai " and " Malarendra Mugamondru " . The original soundtrack edition omits the songs " Maadimele " and " Kadhalikka Neramillai " , which are included on the track list of Raaga.com ; the website omits the song " Viswanathan Velai Vendum " which was included on the original soundtrack edition . Viswanathan and his wife were spending a vacation in Yercaud for a week , when Kannadasan , Gopu and Sridhar were waiting for him to begin composing the songs . The day when Viswanathan returned and arrived at Chithralaya office , Kannadasan said , " Ennappa .. Viswanathaa ... Velai kodu .. " (English : Viswanathan give me some work) . Sridhar then said that should be the beginning of the song and decided to give Balaiah 's character the name Viswanathan .

The music received positive reviews from critics . The song " Enna Parvai " was considered by K. J. Yesudas as his breakthrough song in his career as a playback singer . G. Dhananjayan said that all the songs were popular ? especially among teenagers ? and contributed to the film 's success . Playwright @-@ comedian Y. G. Mahendra described the songs as " immortal masterpieces " . V. Chandramohan of The Hindu Tamil praised the catchy rock and roll tunes in " Maadimele " and said " Anubhavam Pudhumai " and " Enna Paarvai " were meant for all music lovers .

= = Release = =

Kadhalikka Neramillai was released in late February 1964 . Gopu said Chitralaya released the film because initially no company wanted to screen it ; the first showings were at the Casino Theatre in Chennai and later in Madurai . A few weeks after its release , the film caught the attention of theatre distributors , who competed with one another for it . According to The Best of Tamil Cinema , " The distributors who saw the first copy were impressed as the film was looking fresh and appealing in Eastman Color and eagerly bought the rights " . Artist Jeyaraj designed the publicity posters .

After playing to full houses for about eight weeks , the film 's revenue began to reduce . The film attracted controversy when newspapers said it could spoil the youth and the society . Due to this statement , the film regained momentum . Eventually , it garnered wide critical acclaim and became a commercial success , running for more than 175 days in theatres and becoming a silver jubilee film . On the 175th day celebrations held at N. K. T. Kala Mandapam , Triplicane , Viswanathan and Ramamoorthy were conferred with the title " Mellisai Mannargal " , by Kannadasan . After its release , Sridhar placed full @-@ page advertisements in magazines with a disclaimer that his company should not be held responsible if anyone suffered from stomach ache after watching the film .

In April 2010 , Kadhalikka Neramillai was one of five films screened at the South Indian Film Chamber Theatre for the Dignity Film Festival held in Chennai ; the other four were Madhumati (1958) , Server Sundaram (1964) , Anbe Vaa (1966) and Thillana Mohanambal (1968) .

= = = Critical response = = =

The film received positive response from critics and the performances of Nagesh and Balaiah were particularly praised . The Tamil magazine Ananda Vikatan wrote in its review , " Tamil cinema has not witnessed a film like this so far , which did not bore the audience for two and a half hours , but entertained and made them laugh throughout ... the film maker has given an innovative , best comedy entertainer to the audience . " Malathi Rangarajan of The Hindu wrote , " Even today ' Kadhalikka Neramillai ' has you in splits every time you watch it " . Following Sridhar 's death , she wrote , " ... who can forget the humour ride Sridhar offered with ' Kadhalikka Naeramillai ? ' The carnival feel and gaiety , the freshness of the cast , the hill station back drops in Eastman colour and the comedy that every actor projected so well , with Nagesh and T.S. Balaiah at the helm will live as

long as Tamil cinema does ! " Also from The Hindu , P. R. Viswanathan wrote , " Kadhalikka Neramillai saw Nagesh walking into the hearts of Tamil filmgoers " .

According to a February 2009 article by The Hindu , Nagesh gave Tamil cinema one of its " memorable vintage comedy scenes " as the intrepid storyteller / film director . The news agency , Press Trust of India , noted that his role as aspiring director Chellappa is still remembered by Tamil filmgoers . Ramya Kannan of The Hindu said , " Kadhalikka Neramillai broke out on celluloid screens in the South , in glorious Eastman Colour , with songs (by Vishwanathan @-@ Ramamoorthy) that were an instant hit " . Also from The Hindu , Meera Srinivasan said , " Kadhalikka Neramillai made waves in the industry and remains one of the best @-@ loved comedies in Tamil cinema " . Another journalist for The Hindu wrote , " Kaadhalikka Neramillai (1964) turned out to be a superhit , its songs memorable , and some of the scenes featuring T.S.Balaiya and Nagesh ... classic comedy " . Film critic Naman Ramachandran called it " one of the all @-@ time great comedies of Tamil cinema " . Sify wrote , " [Nagesh 's] scenes with Baaliah who played his father has terrific comedy timing and great one @-@ liners " . In 2008 , M. Suganth of The Times of India rated the film four out of five , calling it " a humorous ride from the first reel to the last and it does so without resorting to cheap humour " and concluded , " Despite being made decades ago , the film has a charm and timelessness that are the hallmarks of any classic . " The Hindu 's N. Kesavan wrote on Sachu 's performance , " One cannot forget her role in Kadhalikka Neramillai opposite Nagesh . "

= = Remakes = =

In 1965 , Kadhalikka Neramillai was remade in Telugu as Preminchi Choodu . The remake was directed by P. Pullaiah , and featured Akkineni Nageswara Rao and Kongara Jaggayya in the lead roles . Kanchana and Rajasree reprised their roles . The following year , the film was remade in Hindi as Pyar Kiye Jaa . This remake was directed by Sridhar , and starred Shashi Kapoor and Kishore Kumar in the lead , while Mehmood Ali portrayed the role played by Nagesh in the original . Rajasree , who again reprised her role , was the only actor to appear in both remakes . It was also remade in Kannada as Preethi Madu Thamashe Nodu by C. V. Rajendran .

In August 2008 , The Hindu reported that Manobala would be directing a remake of Kadhalikka Neramillai with R. Madhavan in the lead role . Plans for a contemporary remake drew criticism . In an interview with Rekhs , a celebrity columnist for Behindwoods , Gopu said , " This film even if it is remade today , will not hold a candle to its original " . Crazy Mohan said , " Kadhalikka Naeramillai is Tamil Cinema ? s Mount Everest of comedy . There ? s no other Tenzing [Norgay] in sight so far . I was aghast that some people even considered re @-@ making Kadhalikka Naeramillai . None should attempt it . It is blasphemy " . Sharadha Narayanan of The New Indian Express stated in February 2009 , " Recently when the news of Kadhalikka Neramillai 's remake was announced , every lip had one question that went unanswered : Who can actually do Nagesh ? s role at least the way he did , if not better ? " An anonymous source close to the production team of Kavalai Vendam (2016) described it as a " modern day version " of Kadhalikka Neramillai to The Times of India .

= = Legacy = =

Since its release , Kadhalikka Neramillai has developed a cult status in Tamil cinema . It has been hailed as a trendsetting comedy , and the film is said to kindle a feeling of joie de vivre . The film 's comedy sequences are regarded as evergreen . Other films of the comedy genre that followed the trend set by Kadhalikka Neramillai 's success were Kasethan Kadavulada (1972) , Indru Poi Naalai Vaa (1981) , Athisaya Piravi (1990) and Ullathai Allitha (1998) . The success of their on @-@ screen pairing led Nagesh and Sachu to act together in films such as Motor Sundaram Pillai (1966) , Galatta Kalyanam (1968) , Sivandha Mann (1969) Sumathi En Sundari (1971) and Urimai Kural (1974) . According to The News Today , Kadhalikka Neramillai also popularised the romantic comedy genre .

While the comedy track of ' Oho Productions ' featuring Nagesh is considered to be one of Gopu 's

masterpieces , the Balaiah @-@ Nagesh scene is often termed to be legendary in Tamil cinema . In a film that featured mostly newcomers , Balaiah was the most senior artiste . When the Balaiah @-@ Nagesh pairing was an instant hit , he praised the latter saying , " Watch out ! This boy is a scene @-@ stealer " . Gopu said , " Chitralaya had a solid technical team ... Thangappan ? s choreography in [Kadhalikka Neramillai] is timeless and combined with MSV ? s magic , looks modern even today " .

After Tamil cinema 's platinum jubilee in 2007 , when eight acclaimed directors were asked to list ten films they liked most , Kadhalikka Neramillai was chosen by K. S. Ravikumar . In 2009 , Y. G. Mahendra said the film " [...] taught me there is everything to know about comedy ? what is timing , what is healthy comedy , what is situational comedy ... It also portrayed love in such a clean and healthy way . And , who can forget the music ? I can relate to the songs even today . [...] Kaadhalikka ... is a movie for all seasons . The Times of India named Kadhalikka Neramillai as one out of " the hundreds of funny Tamil films that will tickle your funny bone " , stating , " There is no dearth for humour in this 1964 C V Sridhar film . "

Choreographer @-@ turned @-@ director Prabhu Deva , whose father Sundaram was the assistant choreographer under Thangappan , named Kadhalikka Neramillai among his five favourite films . Crazy Mohan and comedian Aarthi also listed Kadhalikka Neramillai among their favourite films . The film was featured in a list by The Hindu named " Bring on the laughs " . During the celebrations of the film 's 50th anniversary , Kamal Haasan appreciated Gopu 's dialogue in the film while Y. G. Mahendra said , " [Kadhalikka Neramillai] was Wodehouseian humour at its best ? unadulterated and pure . "

= = In popular culture = =

In 1985 , choreographer Raghuram directed a film featuring Karthik and Jeevitha in the lead roles . The film was titled Viswanathan Velai Venum after the song of the same name . In 2006 , Crazy Mohan wanted to create something similar to Kadhalikka Neramillai . He wrote the story , screenplay and dialogue of the film Jerry , which he described as his " pet project " . In 2011 , director I. Ahmed 's then @-@ forthcoming film was initially titled Kadhalikka Neramillai , but this was changed to Endrendrum Punnaigai (2013) because the producers could not get the rights to use the former name .

Surya , son of writer Balakumaran , named his short film Kadhalikka Neramillai . Independent filmmaker R. Buvana titled her romantic comedy film Kadhalikka Naeramundu (" There is Time for Love ") . Y. G. Mahendra has a particular affinity for Kadhalikka Neramillai . When he launched his theatre group United Amateur Artists ' 55th play , he named it Kadhalikka Neramundu as a tribute to Gopu and Sridhar . The play , a parody of the film , was written by Gopu 's son ' Chitralaya ' Sriram . Footage from Kadhalikka Neramillai is also shown in Kadhalum Kadandhu Pogum (2016) .

= = Explanatory notes = =