

Once Upon a Time in.... Oman

ITM / Muscat

Oman gets its first ever tent-pole Bollywood film to be shot in the country



The Shangri La's Barr Al Jissah Resort and Spa in Muscat

The Sultanate of Oman is not far from being seen on the big screen in India. The Ministry of Tourism, Oman has collaborated with Balaji Telefilms to shoot a part of Balaji Motion Pictures' keenly anticipated

Once Upon a Time in Mumbai... Again in Oman. Directed by Milan Luthria, the film stars some of the biggest industry names like Akshay Kumar, Imran Khan, Sonakshi Sinha and Sonali Bendre. It is



Al Husn Private Beach

expected to release between June and August 2013.

The Tourism boards India representative, Blue Square Consultants, have been in talks with the production house to seal the deal since early this year. This comes at a point in time when the tourism season is at its peak and

the Tourism Board has full plans to make the most of this. Speaking about the same, Ms. Lubaina Sheerazi, India Representative for the Ministry of Tourism, Oman, says, "This is a concerted effort to create an aspiration for travel to Oman. By creating in - roads into Bollywood, we hope to maximize





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visibility for the destination and promote it as a preferred choice amongst travelers for vacations."

The Ministry of Tourism, Oman Air, Tour Oman and The Shangri La's Barr Al Jissah Resort & Spa in Muscat are the key partners in this collaboration. Shangri La is accommodating the film unit and is also one of the key locations for the film shoot. "We are privileged to showcase the beauty and the facilities of the resort in a film that will surely win the hearts of Bollywood followers. We hope that the film will inspire the audience to travel to Oman and discover this mystical destination," said Mark Kirk, general manager of Shangri-La.

A part of the film will be shot at the Qantab Beach, Qurum Corniche, Grand Mosque Road and Bander Khyran, in addition to the Shangri La.

A big banner Bollywood film, a first-of-its-kind in Oman is set to bring the destination to limelight. "Many destinations in the past have made it big by taking the Bollywood route. For newer destinations, it's the quickest and the most impactful means of attracting eyeballs. Oman is a beautiful country and through this engagement we only hope to augment awareness about Oman and its scenic beauty to create a mass appeal for the destination," added Ms. Lubaina Sheerazi.