Mini locates “alternative transnationalism” as a paradigm for understanding media flows by using soft-porn from the Malayalam-speaking South-Indian state of Kerala as a case study. She explores this idea through a dual focus: first, on the Non-Resident Indian (NRI) scheme launched by the National Film Development Corporation in the 1980s to increase foreign exchange in India, and second, on the circulation of Malayalam language soft-porn films in the Middle Eastern Gulf from the late 1990s onwards. In connecting these two temporally specific phenomena, she argues that the circulatory patterns taken up by film objects as they form networks offer us ways to remap the formalized, treaty-based structures associated with global media flows. Adopting an ethnographic lens, she closely examines the circulation of images and imaginations that take place through such “alternative” transnational circuits. Drawing on larger debates on transnational media flows, this talk will explore how such contra-flows can bypass the strictures of the nation-state by articulating regional imaginations of film and media in a globally connected world.