



Zee Cinema to sponsor 8th Indian Film fest

By [Indiantelevision.com](http://www.indiantelevision.com) Team
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MUMBAI: [Zee Cinema](#) has walked on board to sponsor the eighth edition of the annual Indian Film Festival of Los Angeles (IFFLA). The festival will be held from 20 to 25 April.

This year, IFFLA will showcase 33 [films](#) from five countries, including four world premieres and seven US premieres.

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Says Zee TV's country head for the Americas Subroto Bhattacharya, "We are thrilled to align ourselves with the Indian Film Festival of Los Angeles. With our long-standing commitment to bring viewers the best entertainment that Bollywood has to offer, the film festival enables us to strengthen and expand our relationship with not only our existing South Asian customer base, but also the growing number of young South Asians around the country."

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