

Time Warner Cable, Saavn pitch in as sponsors for Indo-American film festival

EXPRESS NEWS SERVICE

New York

TIME Warner Cable of New York and New Jersey along with Saavn (formerly BODVOD Networks) have come forward to show support for Bollywood and South Asian cinema by sponsoring the Mahindra Indo-American Arts Council Film Festival (MIAAC).

The cable company has teamed up with Saavn, the company that powers the Bollywood category on Time Warner Cable International Movies On Demand Channel 500.

“We are excited to be working with Time Warner Cable of

New York and New Jersey this year,” said Indo-American Arts Council executive director Aroon Shivdasani. “The availability of International Movies On Demand is an important step towards highlighting Indian cinema. MIAAC’s commitment to present quality Indian cinema creates a perfect partnership with Time Warner Cable’s commitment to ensure availability of these genres,” she added.

Leading up to the film festival, Time Warner Cable of New York and New Jersey and Saavn launched their ‘Summer of Love’ campaign. The promotion celebrated premieres of the New York-set film *Jaan-E-Mann*, and *Umrao Jaan*, which made its North American premiere at IAAC’s film festival last year.

“Time Warner Cable of New York and New Jersey is excited to sponsor the Mahindra Indo-American Arts Council Film Festival. Through this partnership, we’re proud to deliver even more Bollywood and South Asian movies to our customers through International Movies On Demand,” stated David Goldberg, vice-president, Marketing Time Warner Cable of New York and New Jersey.

