

# Assamese Film 'Jiya' to Hit Theaters on May 17

Assamese feature film 'Jiya' is scheduled for release on May 17 in Assam. Directed by Kenny Basumatary and produced by Sarmistha Chakravorty, the film depicts the journey of a resilient woman navigating single motherhood.

'Jiya' offers audiences a poignant and relatable narrative, exploring themes of strength, resilience, and the complexities of motherhood. Set against the backdrop of Assam's scenic landscapes and vibrant culture, the film promises to resonate with viewers from all walks of life.

Director Kenny Basumatary brings his unique storytelling style to 'Jiya,' infusing the film with authenticity and emotional depth. Through compelling performances and heartfelt moments, the cast captures the essence of the characters and their struggles, drawing audiences into their world.

Producer Sarmistha Chakravorty's vision for 'Jiya' reflects a commitment to showcasing diverse and compelling stories from the region. With a focus on authenticity and cultural resonance, the film aims to celebrate the spirit and resilience of Assamese women.

As anticipation builds ahead of the film's release, 'Jiya' is poised to make a significant impact on Assamese cinema. With its powerful storytelling, strong performances, and evocative cinematography, the film promises to captivate audiences and leave a lasting impression.

'Jiya' represents a significant milestone for Assamese cinema, offering a compelling narrative that resonates with audiences on a universal level. As the film prepares to hit theaters on May 17, fans eagerly await the opportunity to experience its powerful storytelling and celebrate the rich cultural heritage

of Assam.

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# **Jio Unveils Premium OTT Streaming Plan at ₹888/Month**

Jio has introduced an exciting postpaid OTT bundled plan to appeal to the streaming enthusiasts. Designed to provide the ultimate streaming experience coupled with unlimited data benefits, the new postpaid plan, priced at ₹ 888 per month, is available to JioFiber and Jio AirFiber customers.

With the ever-growing demand for seamless streaming and unlimited content access, Jio's new plan offers subscribers unlimited data at speeds of 30 Mbps. Moreover, subscribers gain exclusive access to over 15 leading OTT apps, including popular platforms like Netflix's basic plan, Amazon Prime, and JioCinema Premium. This comprehensive offering integrates unlimited entertainment seamlessly with the base speed plan, ensuring a complete digital experience for users.

Whether it is a new subscriber looking to dive into the world of unlimited entertainment or an existing user on a 10 Mbps or 30 Mbps plan, the ₹ 888 postpaid plan is tailored to meet everyone's streaming needs. All existing users, including those on prepaid plans, can seamlessly upgrade to the new postpaid plan and unlock access to a plethora of premium OTT content.

Additionally, the recently announced Jio IPL Dhan Dhana Dhan offer is also applicable on this plan. Eligible subscribers can receive a 50-day discount credit voucher on their Jio home broadband connection – be it JioFiber or AirFiber. The JIO DDD offer, available till 31st May 2024, is specially crafted for

the ongoing T20 season and ensures uninterrupted digital experiences throughout the cricketing extravaganza.

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# **Biplab Goswami: From Tripura to Bollywood's Screenwriting Spotlight**

Biplab Goswami, a native of Agartala, Tripura, has risen as a luminary in the realm of cinema, showcasing his exceptional talent as a screenwriter. His journey from Tripura to Bollywood is not only inspiring but also a testament to his dedication and passion for storytelling.

Goswami's breakthrough came with the success of "Laapata Ladies," a series that captivated audiences with its gripping narrative and compelling characters. Set against the backdrop of Tripura, the show resonated with viewers across India, earning critical acclaim and widespread recognition for Goswami's writing prowess.

Born and raised in Agartala, Goswami developed a keen interest in storytelling from a young age. Despite facing numerous challenges along the way, including limited resources and lack of opportunities in Tripura's film industry, Goswami remained undeterred in his pursuit of his dreams.

After completing his education, Goswami moved to Mumbai, the heart of Bollywood, to pursue a career in the film industry. Armed with determination and talent, he began his journey as a screenwriter, hoping to make a mark in an industry known for its fierce competition.

Goswami's breakthrough came when his script for "Laapata Ladies" caught the attention of renowned producers, who were impressed by his unique storytelling style and ability to capture the essence of Tripura's culture and heritage. The series, which follows the lives of four women navigating love, life, and societal expectations, struck a chord with audiences, earning Goswami accolades and acclaim.

For Goswami, "Laapata Ladies" is more than just a show; it's a testament to his roots and identity as a storyteller from Tripura. Through his work, he aims to shine a spotlight on the rich cultural tapestry of the region and bring stories from the Northeast to a wider audience.

As Goswami continues to make waves in the industry, he remains committed to telling stories that resonate with audiences and inspire change. With his talent and determination, he is poised to become a trailblazer for aspiring filmmakers from Tripura and beyond, proving that dreams know no boundaries when fueled by passion and perseverance.

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## **Nahid Afrin and Kareena Kapoor Khan Named UNICEF Ambassadors for India**

Assam's talented singer Nahid Afrin and Bollywood superstar Kareena Kapoor Khan have been appointed as the newest ambassadors for UNICEF India, marking a significant step towards advocating for children's rights and gender equality in the country.

The announcement of Nahid Afrin and Kareena Kapoor Khan's

appointment as UNICEF ambassadors comes as a testament to their influential presence and commitment to social causes. Their roles will involve raising awareness about critical issues affecting children, empowering young girls, and advocating for gender equality across various platforms.

Nahid Afrin, known for her melodious voice and immense popularity in Assam and beyond, expressed her gratitude for being chosen as a UNICEF ambassador. She emphasized her dedication to using her platform to address pressing issues affecting children and adolescents, particularly in her home state of Assam.

Similarly, Kareena Kapoor Khan, a prominent figure in Bollywood known for her versatile acting skills and advocacy for women's rights, shared her enthusiasm for joining UNICEF's mission. She underscored the importance of empowering children and ensuring their access to education, healthcare, and protection from exploitation.

As UNICEF ambassadors, Nahid Afrin and Kareena Kapoor Khan will collaborate on various initiatives aimed at improving the lives of children and promoting gender equality in India. Their combined influence and reach are expected to amplify UNICEF's efforts in reaching vulnerable communities and advocating for positive change.

UNICEF India's decision to appoint Nahid Afrin and Kareena Kapoor Khan reflects the organization's commitment to engaging diverse voices and personalities in its advocacy work. By leveraging the popularity and credibility of these prominent figures, UNICEF aims to inspire action and mobilize support for children's rights and well-being.

The appointment of Nahid Afrin and Kareena Kapoor Khan as UNICEF ambassadors has been welcomed by their fans and supporters across the country. Many have expressed optimism about the positive impact they can make in raising awareness

and driving meaningful change on issues affecting children and adolescents in India.

The inclusion of Nahid Afrin and Kareena Kapoor Khan as UNICEF ambassadors are a milestone in the organization's efforts to champion children's rights and gender equality in India. Their appointment reflects UNICEF's commitment to leveraging the influence of public figures to drive positive social change and create a better future for all children.

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## **AJIO Introduces Exclusive Ethnic Collection Inspired by Netflix and Sanjay Leela Bhansali's Series Heeramandi: The Diamond Bazaar**

- *Launched under AJIO's House of Ethnics, the limited-edition collection will have over 250+ styles*
- *The collection will also include official recreations of handpicked garments worn by the leading cast of the series, designed by Sanjay Leela Bhansali's team*

**Mumbai, 25th April 2024:** India's premier fashion e-tailer AJIO today announced the exclusive unveiling of an ethnic collection inspired by Netflix and Sanjay Leela Bhansali's *Heeramandi: The Diamond Bazaar*. Launched under AJIO's House of Ethnics, this limited-edition collection will offer customers over 250 styles of ethnic outfits inspired by

the series. Customers will be able to shop the collection starting tomorrow.

The highly anticipated collection takes inspiration from the colours, silhouettes, fabrics and embellishments used in *Heeramandi: The Diamond Bazaar*. The range encompasses fabrics like pure silk, tissues, georgettes, and brocades among others, that represent the opulence of the world that Netflix and Sanjay Leela Bhansali have recreated in the series. It includes skillfully crafted traditional dabka hand embroidery, Parsi embroidery, beadwork as well as digital prints inspired by the series. The women-focused collection consists of shararas, kurta suit sets, lehengas and saris, and starts at INR 4,000/- going up to INR 1,50,000/-. Moreover, the collection will also include official recreations of select attire that are adorned by the leading ladies in the show and designed by Sanjay Leela Bhansali's team.

The idea of this partnership between AJIO and Netflix is to bring to a slice of that world and make it accessible to fans at scale. The opportunity here is to fuel fandom by giving fans a chance to own and flaunt the distinctive style, inspired by the series.

**Vineeth Nair, CEO, AJIO,** said, *"Fashion plays a very important role in Sanjay Leela Bhansali's creations that often explore themes rooted in Indian culture, tradition and heritage. It serves as a means of representing and celebrating these cultural elements on screen. So, when we thought of this collaboration with Netflix for Heeramandi, it made a lot of sense. AJIO's House of Ethnics was the perfect launchpad for this limited-edition collection, enabling access to the fashion that customers adore and helping them create that dreamy Bollywood-inspired look."*

*Heeramandi: The Diamond Bazaar*, which marks the series debut of the celebrated filmmaker Sanjay Leela Bhansali, is one of the most awaited series in 2024. Set in pre-independent India

against a burgeoning freedom movement, the final thread holding the art of tawaifs (courtesans) is put to the test. Prepare to be adorned with an epic saga of love, power, revenge and freedom; the series promises to be a profound celebration of art, culture, beauty, and Bhansali's legacy

**Shilpa Singh, Senior Director, Marketing Partnerships, APAC at Netflix,** said, *"Costumes in Sanjay Leela Bhansali's stories are characters in their own right, adding depth to the storyline. Heeramandi: The Diamond Bazaar will have some never before seen ethnic styles and fashion. This collaboration to bring the new and exclusive collection from the AJIO House of Ethnics inspired by Heeramandi is an incredible opportunity for fans to own the exquisite designs worn by the leading ladies in the show."*

AJIO House of Ethnics is a curated store with top ethnic brands like BIBA, Indie Picks, Nyrika, Aarke by Ritu Kumar, Satya Paul, Ri-wah, Global desi, Gulmohar Jaipur, Soch, and Fabindia among others. With over 3 lakh styles, AJIO House of Ethnics has become India's preferred destination for shopping for ethnic fashion.

Mark your calendars and prepare to be dazzled by Heeramandi: The Diamond Bazaar, streaming May 1 on Netflix.

### **About AJIO**

Progressive India's fashion partner, AJIO is the trendiest fashion destination for styles that are handpicked and trending. An integral part of Reliance Retail, AJIO is a fashion-first platform offering over 6000 brands and 1.7 million styles with a wide variety of exclusive international brands, owned labels and homegrown brands. With an unparalleled shopping experience, AJIO brings the best of convenience, variety and deals all year round for customers.

### **About Netflix**



Netflix is one of the world's leading entertainment services with over 260 million paid memberships in over 190 countries enjoying TV series, films and games across a wide variety of genres and languages. Members can play, pause and resume watching as much as they want, anytime, anywhere, and can change their plans at any time.