

## Zee Bangla and Zee Telugu on WatchIndia.Tv

*WatchIndia.TV Caters to the Regional Markets of India*

., USA, 2008-04-21 02:41:08 (IndiaPRwire.com) WatchIndia.TV, the premier internet TV company for the Indian diaspora with the largest TV selection, just launched Zee Telugu and Zee Bangla. After the successful launch of Zee Marathi, Zee Punjabi and Zee Gujarati on the platform, WatchIndia decided to cater to all large regional markets.

The Non Resident Indian community in the US is extremely large and active in preserving cultural ties. Zee Telugu is the perfect connection to culture, entertainment, and news from Andhra Pradesh. Hit shows like SaReGaMaPa 2008 Voice of Youth - the Telugu version of Zee TV's hit SaReGaMaPa, and AATA, a dance competition with TV celebrities dancing to avoid elimination, are just a few of the great shows on Zee Telugu.

Zee Bangla claims the best Bengali entertainment with reality shows, talent shows, serials and of course lots of food programs for Bengali cuisine. Shows like Dance Bangla Dance Junior and the most popular series in Bengal, Khela are just a few of what's in store on Zee Bangla.

Subscribers can get Zee Telugu or Zee Bangla for just \$9.99/month respectively&mdash;that's 30 cents per day for real local news and entertainment. WatchIndia also offers the Zee Entertainment Pack with Zee TV, Zee Cinema and subscribers choice of regional channel for just \$15.99 a month.

'The sizable community from West Bengal and Andhra Pradesh in the diaspora are eager for regional content from their home town', says Tripti Singh, WatchIndia.TV's spokesperson.

WatchIndia.TV offers the 30 million Non-Resident Indians worldwide a connection to Indian sports, news, entertainment, culture and movies. WatchIndia offers flexibility in packages and viewing for 50% less than cable and satellite providers. With just an internet connection Indians from Bengal and Andhra Pradesh can log on and watch live programs or catch in on demand for up to 14 days for all channels.

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About WatchIndia.TV

WatchIndia.TV is the first site from Live Asia TV, an innovative new Internet Television company whose goal is to bring ethnic Asian programming to those residing in other countries. WatchIndia.TV partnered with top rated Indian networks to offer subscribers the flexibility to watch the best national and regional channels when and where they want. For more information, or a free 5-day trial, visit [www.WatchIndia.TV](http://www.WatchIndia.TV).

**For more information, Please contact:**

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You can also visit [www.watchindia.tv](http://www.watchindia.tv) for more information.