



Press Release

Bangla ZEE5 Organises Grand World Cup Fun Carnival Rally To Celebrate the City Of Joy's Passion For Football

- A First-of-Its-Kind Initiative Juxtaposing The Excitement Of Football And Bengal's Rich Cultural Heritage Under A Single Spectacular Celebration-

Kolkata, 28th June, 2026: Bangla ZEE5, a premiere OTT Platform of the region, presented today a **World Cup Fun Carnival Rally** to celebrate the vibrant and the engaging spirit of ongoing World Cup 2026. The rally was flagged off from Vivekananda Park in South Kolkata along with other eminent personalities.

The rally covered some key localities in South Kolkata with the participation of over 1,000 football lovers, members of various fan clubs and artists from different segments of the society. To add glamour and entertainment to the event, the star cast of Bangla ZEE5's forthcoming originals **Prem Shots** and the recently-released high action thriller **TAARKATA** also joined the carnival.

The procession showcased a vibrant fusion of Dhakis, Chau dancers, and cheerleaders, creating an immersive, carnival-like atmosphere through the areas it passed. The lively performances and the football-themed celebrations turned some of the streets of South Kolkata into a platform where sports, Bengal's enriched culture and its spirit of unity converged.

"Bengal is deeply passionate about football. The inundate compassion for this particular game is imbibed into the culture and soul of its people. The World Cup Fun Carnival Rally reflects the city's love and emotional resonance with the sport. It stands as a strong testament to Bangla ZEE5's commitment in creating a meaningful and an everlasting experience for the audience beyond the screen as well. The World Cup Fun Carnival Rally celebrated football through the unique lens of Kolkata and its unavoidable emotion and joy associated with it," said **Mr. Kartik Mahadev, Chief Marketing Officer, ZEE5.**

The celebrations aimed at building anticipation and excitement around football's most prestigious and biggest tournament; FIFA World Cup 2026 which is already creating an adrenaline rush amongst the global and the regional audiences.

For its unmatched presentation and enthusiasm, the World Cup Fun Carnival Rally was a huge success in bringing together people from all strata of life in the City of Joy. The Carnival Rally once again proved that football unites people like no other sport ever does.

About ZEE5

ZEE5 is India's largest homegrown video streaming platform and the global destination for South Asian content, reaching viewers across 190+ countries. As the streaming platform of ZEE Entertainment Enterprises Ltd., a leading content and technology powerhouse, With a focus on 'Apni Bhasha, Apni Kahaniyan' (multiple languages, infinite stories), ZEE5 drives a language-first platform approach, delivering hyper-local content, language specific packs and deeply personalized experiences in seven languages, Hindi, Tamil, Telugu, Bengali, Malayalam, Kannada, and Marathi. With a vast library spanning Originals, Indian and international films,



TV shows, kids' content, news, live TV, and bite-sized micro dramas, ZEE5 is the destination for diverse, multilingual content for Indians everywhere.

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