

AWARD-WINNING 'KHOONTA' LIGHTS UP TIMES SQUARE: 2ND POSTER UNVEILED ON NYC BILLBOARD AFTER CANNES PREMIERE & INTL HONORS

From Cannes to International Awards to Times Square — KHOONTA Continues Its Remarkable Global Journey

NEW YORK, NY, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- The heart of New York City came alive with cinema, culture, music and celebration as the second official poster of the award-winning feature film KHOONTA was unveiled on a spectacular Times Square billboard on Sunday, August 9, 2026.

The special Times Square celebration was attended by community leaders, celebrities, film supporters, well-wishers and members of the public, who gathered to witness another memorable milestone in KHOONTA's growing international journey.

The event was organized by B n H Buzz Creators and received media coverage from TV Asia and [The World Voice](#), capturing the excitement surrounding the film and its Times Square appearance.

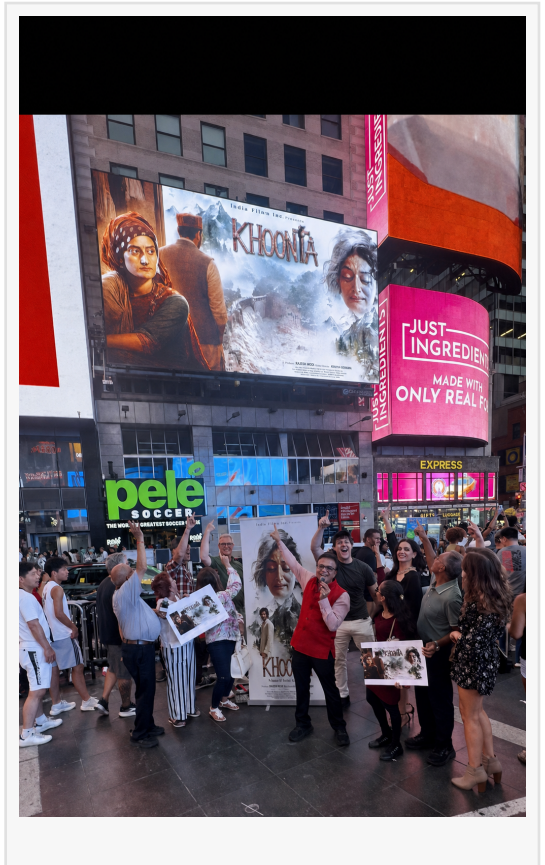
TIMES SQUARE TURNS INTO A CELEBRATION OF CINEMA & CULTURE

The excitement did not end with the poster unveiling.

Following the release, the gathering transformed into a joyful celebration when guests began dancing to "Budi Diwali Harul," the energetic Pahadi regional song from KHOONTA, sung by Natti Star Ajay Chauhan.

The infectious rhythm soon attracted members of the audience and people gathered nearby, who enthusiastically joined the dancing, creating a spontaneous celebration of Pahadi music, Indian culture and independent cinema in the middle of Times Square.

For the KHOONTA team, watching a regional Indian song bring people together in one of the world's most recognized destinations was an especially meaningful moment.



FROM CANNES TO LONDON, KOLKATA
AND NOW TIMES SQUARE

The Times Square poster unveiling adds another milestone to KHOONTA's expanding international journey. The film held its Market Premiere Screening at Cannes in May 2026 and subsequently received the Best Foreign Feature Film Award at the London Independent Film Awards. It was later honored with the Best Indian Feature Film Award by the Indian Movie Awards in Kolkata, India.

Now, with its second poster illuminating a billboard in Times Square, New York City, KHOONTA continues to take its story and message to audiences around the world.

A STORY ROOTED IN HUMAN

EMOTION, CULTURE AND NATURE

KHOONTA is an emotionally driven feature film rooted in the beauty and traditions of the Himalayan region.

Through a story of love, loss, faith, hope and human connection, the film

also carries an important message about humanity's relationship with nature and the consequences of disturbing its delicate balance.

The film seeks to introduce international audiences not only to a powerful human story, but also to the culture, traditions, music and natural beauty of the Pahadi region.

Producer Mukesh Modi expressed his gratitude to everyone who joined the Times Square celebration and supported the film's journey.

"Seeing KHOONTA on a Times Square billboard was a very emotional and proud moment for our entire team. But what made the evening even more special was watching people come together and dance to our Pahadi song, Budi Diwali Harul. Our dream is to take meaningful Indian stories, regional culture and independent cinema to audiences around the world. I am deeply grateful to everyone who continues to support KHOONTA."

KHOONTA'S JOURNEY CONTINUES

From the mountains of India to Cannes, from international award recognition to the bright lights of Times Square, KHOONTA continues to demonstrate how an independent film with a meaningful story and strong cultural roots can connect with audiences beyond borders.



The Times Square celebration was more than a poster unveiling—it became a celebration of Indian cinema, Pahadi heritage, music, community and the universal power of storytelling.

KHOONTA — A Story of Love, Loss & Life

Written & Directed by Anushi Sharma

Produced by Mukesh Modi

Media & Event Recognition

Event Organized by: B n H Buzz Creators

Media Coverage: TV Asia | The World Voice

Follow the journey: @khoontafilm

Mukesh Modi

B & H Buzz Creators

+1 9172151491

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