Sold directed by Jeffrey D. Brown will open the 12th edition of the Indian Film Festival of Los Angeles (IFFLA). The film is executive produced by Emma Thompson, and stars Gillian Anderson, David Arquette, Seema Biswas, Parambrata Chatterjee, Priyanka Bose, Sushmita Mukherjee and Tillotama Shome, among others.

Sold tells the story of a Nepali girl Lakshmi who was sold into a brothel in Kolkata. It is an adaptation of the US National Book Award-nominated novel by Patricia McCormick, based on true accounts. The book has been translated into 32 languages.

Director Jeffery D. Brown and select cast will be in attendance at the opening night gala. Brown won an Oscar for Best Live Action Short Film in 1986 for Molly’s Pilgrim.

In addition, Jasmine Jaisinghani was appointed as IFFLA's first-ever Artistic Director by Christina Marouda, IFFLA's Founder and Chair of the Board.

Jasmine Jaisinghani comes to IFFLA from AFI Fest where she served as the Cultural and Industry Relations Director and headed Guest Services. An independent producer of Indian-Mexican descent, Jasmine has also worked extensively in the music industry.

IFFLA 2014 will run from April 8-13 at ArcLight Hollywood in Los Angeles. The full line-up of screenings and events will be announced in mid-March.
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