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Xenia Zeiler studied South Asian Classical and Ancient Studies (Major), Cultural Studies, Islamic Studies, and German Language and Literature (Minors) at Humboldt-University Berlin and Jawaharlal Nehru University New Delhi. She concluded her Ph.D. in Cultural and Religious History of South Asia (Classical Indology) at the South Asia Institute, University Heidelberg, in 2009. Since 2008, she is a lecturer of South Asian Religions at the University of Bremen, Germany. Her research interests include Ethno-Indology (ethnological contextualizing of text studies), Hinduism in Recent Urban Settings, and Hinduism and Modern Mass Media. Xenia Zeiler published several articles and book chapters on Hindu and Tantric goddesses, on popular and mainstream Hindu and Tantric religions in contemporary India, and on globalized Hinduism and modern mass media.