



Yukanti Saas Bhi Kabhi Bahu Thi, Kahani Ghar Ghar Ki, Kasauti Zindagi Kay, Tujh Sang Preet Lagayi Sajna and Kis Des Mein Hai Mera Dil

TOP PRODUCERS AIM FOR STARS

Rajan Shahi and Ekta Kapoor plan their next shows for Star Plus and Star One

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Rumours are to be believed, top TV show producers, Rajan Shahi and Ekta Kapoor, are expected to launch their next shows on Star Plus and Star One respectively.

Buzz is that Shahi, the producer of Star Plus' channel driver shows, Sapna Babul Ka Bidaai and Yeh Rishta Kya Kehlata Hai, has started working on his third show for the channel, which is expected to be another family-oriented "positive" drama.

Be positive

When questioned, Shahi admits that he's working on a show for Star Plus, but hasn't looked the concept yet. "It's just an idea that I'm keen to produce for Star Plus. My shows are doing well on the channel. They are happy with my work. I think it's in their best interests as well as mine to air my fourth show (third to air in their channel)," he said.

Wonder if Shahi's pet actors, who are also his dis-



Sapna Babul Ka Bidaai and Yeh Rishta Kya Kehlata Hai

and Angad Hasija, will be part of his new venture too? Though Shahi prefers to stay tight-lipped about his next project, sources indicate that he plans to have new actors on board.

"Rajan is working on a romantic family drama. He never casts the same set of actors in his shows. He's looking for fresh faces and will zero in on them once his story and concept are locked," says a source from Shahi's Director's Kut Productions.

Meanwhile, another producer, who once ruled the prime time slot on Star Plus, is rumoured to be producing two shows, one each for Star Plus and Star One.

launch her shows in a big way next month.

Kapoor clarifies that though she's working on some shows, she's not sure about the channels they will be aired on. "I'm working on four shows right now. I'm not certain if there will be one for Star Plus," she says.

Back story

At one time, it was the talk of the town that Ekta Kapoor had a feud with the Star group. And they had parted ways after Kahani Ghar Ghar Ki, Kasauti Zindagi Kay and Kyunki Saas Bhi Kabhi Bahu Thi ended. It was quite evident when Yukanti Saas Bhi Kabhi Bahu Thi wound up

by leaving the story

wondering if the show would continue on another channel.

Kapoor refutes this with: "There were loose ends there. One never knows when something strikes a creative mind and the show makes a comeback." Eventually, Kapoor ended up with only Tujh Sang Preet Lagayi Sajna and Kis Des Mein Hai Mera Dil on the channel. They ended recently.

She'll be back

After a point, the shows were shifted out of their evening slots to the afternoon slots last year in March-April. Apparently, that soured relations between the channel and Kapoor's Balaji Productions even more. Though, after Kis Des Mein



Rajan Shahi

Hai Mera Dil and Tujh Sang Preet Lagayi Sajna, buzz is that the channel and the producer have buried the hatchet and decided to do new shows together.

It's also said that the producer has settled for a noon slot, given that the prime time evening slots have all been taken.

When quizzed, Kapoor replied on an optimistic note, "I don't think I'll ever eye the noon slot on the channel. I've made shows for prime time slots and I'll always be there."



Ekta Kapoor

FACTFILE

- Star Plus current TAM ratings: 288 slots.
- The channel ranks No 2. Colors leads with 307 points.
- Ekta Kapoor had launched three of her longest running shows, Kahani Ghar Ghar Ki, Yukanti Saas Bhi Kabhi Bahu Thi and Kasauti Zindagi Kay, on the channel in 2000.
- They ended after completing eight years and over a thousand episodes each, in 2007-08.
- The ratings of the shows were often in double digits.
- After that, Rajan Shahi's shows, Sapna Babul Ka Bidaai and Yeh Rishta Kya Kehlata Hai, took over the prime time slot.
- They continue to dominate the slot between 9 pm and 10 pm on weekdays.
- They have also been among the top five soaps for over a year.
- However, their ratings continue to be in single digits, consistently.