



Best Serial (Popular) (Yeh Rishta Kya Kehlata Hai)

Rajan Shahi does a Suraj Barjatiya!

The great big fat Indian family... the Daadaji, Ammaji, Pitaji, Betaji, Bahuji and Chaacha, Maama, Jeth, Jethaani and a hundred other Ji's all packed in a golden gift-box for the guiltily 'going nuclear' lot of today... it was sure to win the day for him.



Ramesh Sippy and Vipul Shah to Rajan Shahi

And that's exactly what happened!

Within no time he had the audience eating out of his hands and 'Yeh Rishta...' soared up and up on the popularity charts like nobody's business. It was brimming with those Teej-Tyohaar's, those 'together' lunches and dinners, those little, little 'family' pranks with giggles and smuggles galore, to make it a delicious pudding for the after-dinner viewing.

Who cares about a story, then?

That's the miracle of 'Yeh Rishta...!' It's just a stringing of pretty moments without the zigzag of a heavy-duty tale and yet, it has become the toast of TV-watchers all across. And hence, the votes came pouring in the ITA poll, putting it on the highest pedestal.

Everybody has a rishta with 'Yeh Rishta...!'