

Channel 1

STAR Plus is still number one

Although Sony Entertainment Television has made major inroads in the GEC space last year, they were unable to upstage the numero uno channel STAR Plus. This flagship channel from the STAR network has maintained its lead throughout 2011 (latest GRP 350). What has worked for STAR is the fact that its fiction shows continue to rock. *Saath Nibhaana Saathiya* is still the number one show (5.7 TVR) at the 7 pm slot. *Sasural Genda Phool* is also raking in good numbers at 7.30 pm. Ragani Khanna who plays the lead role of Suhana credits this success to the writing and the direction team. Similarly *Yeh Rishta Kya Kehlata Hai* continues to perform well in its third year at 9.30 pm and last but not the least *Mann Kee Awaaz Pratigya* is also bringing in decent traction at 10.30 pm. Pooja Gor, the protagonist of *Pratigya* says "One of the main reasons for the show running so successfully for two long years is that it provides social awareness about women's rights besides the normal TV fare."

