

Yeh Rishta becomes number one

YEH Rishta Kya Kehlata Hai has overtaken the numero uno show *Bidaai* on STAR Plus. Interestingly both the shows are produced by Rajan Shahi and are aired back-to-back. Last week, *Yeh Rishta...* garnered a 6.4 TRPs and *Bidaai* got 6.3 TRPs, while Colors' *Balika Vadhu* was at No.3 with 5.9 TRPs. *Yeh Rishta...* was launched barely two months ago in January and has sprung a surprise by getting high TRPs. Says Rajan Shahi, "The presentation and characterisation of all the characters in *Yeh Rishta...* have been unique and that has made an impact on the numbers. This is just the starting-point as we will now dwell into the emotional journey of the couple and that is going to be a great phase." With this, STAR Plus has delivered 322 GRPs and continues to be the leader in the GEC space followed by Set Max which takes the second spot with 301 GRPs, while Colors ranks at third with 250 GRPs.



Takes 1 lakh viewers to name a baby!

TV show *Yeh Rishta Kya Kehlata Hai* invites suggestions to name new character

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After Akshara and Naitik, the leading couple of the show *Yeh Rishta Kya Kehlata Hai*, had a baby boy recently, there was only one question on everyone's mind — what would his name be? And to include the audiences in that crucial decision-making process, the channel STAR Plus announced a unique contest wherein viewers were asked to suggest names for the baby.

The nationwide contest garnered an enthusiastic response from over one lakh viewers coming forth with ideas. Like the Bachchans, who are also keeping the name of the newest addition to their family top secret, the show will only announce the



Akshara and the baby in *Yeh Rishta Kya Kehlata Hai*

name on the 'maha' episode today. Producer Rajan Shahi says, "The audiences think of Akshara and Naitik as their own family, and that is why they are so involved in their lives."

The channel reveals that the top three names that have been short-listed are —

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— Producer Rajan Shahi

Nakshatra, Naksh and Ansh. But sources claim that Nakshay is the final choice. Fans of the show have followed Akshara's journey through pregnancy and eventual childbirth for many months now. So much so, that the episodes which revolved around her delivering the child, recorded unusually high TRPs. It was even touted to have been on the number one position that week. The episode around the naming ceremony will go on air today.

Earlier, when Akshara had a miscarriage, the channel received lots of reactions from the audience on their website. "Naming a kid is a big deal in our country and the audience, who has followed Akshara and Naitik's journey want to be part of this joy as well."