



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.



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 smug-gles 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...!'

Swarg from June 29

RAJAN Shahi's *Swarg* will go on air from June 29. There was speculation that the channel may use the serial as part of its launch of the afternoon band of programming but it has now been finalised for the 7.30 pm slot. It will be replacing *Bandhan Saat Janmon Ka*. When contacted, Rajan refused to give out any details. "The channel hasn't allotted a slot yet and I am not asking because I am superstitious about it. Even when *Bidaai* was to go on air I didn't know the slot till 15 days prior to the telecast and with *Rishta...* I got to know only 10 days before it went on air," reasons the director.

Swarg has Yatin Karyekar, Prachin Chauhan, Avinash Wadhawan, Sonali Verma and Amardeep Jha playing important roles. Two new guys are also being introduced in the serial. They are currently being groomed for their debut.

