

Yeh Ristha... tops TRPs, Bidaai follows

AGE CORRESPONDENT

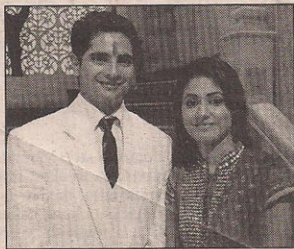
MUMBAI

Producer Rajan Shahi has reached a new height with his second show *Yeh Ristha Kya Kehlata Hai* on Star Plus. The family drama has become the number one show across channels with a TRP of 6.4 followed by another one of Shahi's shows *Sapna Babul ka Bidaai* on the same channel. It's for the first time after Ekta Kapoor that a producer has two shows on the top position. *Balika Vadhu*, which got a TRP of 5.9 is at third position in terms of TRP ratings.

"HAVING WORKED AS A TECHNICIAN AND DIRECTOR, NOW I CAN SAY THAT MY EXPERIENCE HAS PAID OFF"

Yeh Ristha... is a very simple show. The story is driven by characters and focuses on their life after marriage and the new relationships which marriage brings with it between the two protagonists Karan Mehra (Naitik) and Hina Khan (Akshara) and their families.

On being asked about the success of his two shows on Star Plus, producer Shahi said, "It's a very nice feeling to have two of my shows at the top position. I started as a technician and then turned into a director (*Jassi Jaisi Koi Nahi, Saat Phere, Virasaat, Maika, Betiyaan* etc.). Now I can say that my experience

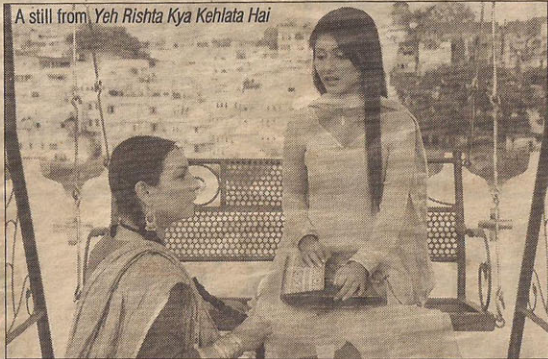


A still from *Yeh Ristha Kya Kehlata Hai*

has paid off. I have my own production house, Directors Kut, and by God's grace a really good team. It's because of their strong efforts that the *Yeh Ristha...* and *Bidaai...* have reached the top positions. Now the expectations are even higher".

Made in Udaipur

A still from *Yeh Ristha Kya Kehlata Hai*



Yeh Ristha Kya Kehlata Hai will take viewers on a journey which starts in the lake palace city

BY OUR CORRESPONDENT

MUMBAI

Rajan Shahi, who turned producer with *Sapna Babul ka Bidaai*, has now come up with his new show titled *Yeh Ristha Kya Kehlata Hai* for Star Plus.

Speaking about his new venture Rajan said, "*Yeh Ristha Kya Kehlata Hai* is a story of love finding its way after an arranged marriage and how two people bond and blossom together after entering into sacred ties of matrimony."

Rajan saw to every aspect of the show. I have gone

ahead in production values. This is a very relatable story of two Marwari families based in Udaipur, the city known for its flavour of romance, lakes and palaces. I have been personally involved to the casting. I have selected the best technicians of the industry and have put the team together. One unique thing about the show is that the story, screenplay and dialogues are all written by the same person — Rajita Sharma. She has absolute creative control. Like *Bidaai* and I am sure we will be able to repeat its success," Rajan said.

Hina Khan who will play the lead role, will make her debut with this show. She will take the viewers through her journey from a naïve 21-year-old to a responsible and mature woman. Veterans like Vinita Malik, Sanjeev Seth, Lata Sabharwal and Amardeep Jha will also be part of the show. Karan Mehra plays Naitik, the hero of the show.