

Media Release  
19<sup>th</sup> October 2006



***A magnificent story... from the heart of Benaras!***

**Premiers Monday, October 30, At 8:30 p.m,  
Every Monday - Friday  
only on SaharaOne Television**

***Bindiya, sinndoor....kangana aur haar.....  
Aang-aang mehke saajan ka pyaar....  
Main to sajh gayi, sawar gayi, karke Solhah Singaarr....***

**SaharaOne Television** brings you, **Solhah Singaarr** - the story of a young, bubbly, charming, happy-go-lucky girl, **Meerra**, and her family based in Benares. The show traces Meerra's life that's set in the holy city of Benaras which is steeped in time, memory, mythology, knowledge and experience far beyond imagination.

**Solhah Singaarr** is the story of a carefree teenager, Meerra, who thinks the world to be picture perfect & rosy. Her life hinges on playing with children in and around the bylanes of Benares and tasting the pickle made by the elders of the house. Her world revolves around her family – primarily her mother Alaknanda, grandmother – Ammaji and her best friend Shlok, who is moreover like the son of Bhardwaj family. Lost in her own world, she is unaware of the underlying friction in her parents' marriage. But her peaceful life soon changes after an unfortunate event in the family. That is when she realises the importance of **Solhah Singaarr** in a woman's life... what it means to be married...loved by your husband, the significance of the *sindoor*, *mangalsutra*, *kadas*, *mehendi*...

**Shantonu Aditya, CEO, SaharaOne Television** says, "As part of our constant efforts in presenting our viewers with newer shades of entertainment and fulfilling our promise of Television Ka Naya Rang, **Solhah Singaarr** will make for wholesome family entertainment. It is the story of the revered, fairly modern Bhardwaj family based in Benaras and tells the story of today's changing times... where women while respecting their Indian values are still progressive and speak up not only for themselves but for others as well. **Solhah Singaarr** also showcases the story of the protagonist Meerra's interpersonal relationships with each member of her family and how she strives to keep her family bonded through all the ups and downs in their lives."

Produced by Jai Mehta Productions Solhah Singaarr is directed by Pawan Kumar who has previously directed shows like Sindoor...Tere Naam Ka, Ek Laadki Anjaani Si, Piya Ka Ghar. **Akangsha Rawat** a fresh face in the industry plays the role of the **lead protagonist – Meerra**, while other important characters will be played by eminent actors - Sudha Chandran (Ammaji), Mrinal Kulkarni (Alaknanda) and Anuj Saxena (Kumar Vardhan).

Through Solhah Singaarr, SaharaOne Television has lived up to its promise of showcasing the real picture of progressive women of today just as it did through Pari of Woh Rehne Waali Mehlon Ki, Sati of Sati...Satya Ki Shakti or Kituu of Kituu Sabb Jaantii Hai.

***Watch 'Solhah Singaarr' Monday - Friday,  
starting October 30, at 8:30 pm  
only on SaharaOne Television***

#### **About SaharaOne Television**

*Sahara TV was launched in 2000 as a 24-hour Hindi entertainment channel. On 10th October 2004, the Channel became **SaharaOne** with the launch of The First Indian Sangeet Awards held at the Royal Albert Hall, London. **SaharaOne Television** provides a strong mix of engrossing fiction & non-fiction entertainment and is popular for its star-studded mega events, dramas, kids' programming, thrillers, feature films & film-based programmes, and much more. Even as it provides a variety of shows across all the above genres, SaharaOne Television is also focusing on providing an entertaining and engrossing portrayal of strong, independent thinking Indian women in its soaps and serials. These include Sati of **Sati...Satya Ki Shakti**, Shyamlee Of **Hare Kkaanch Ki Choodiyan**, Kituu from **Kituu...Sabb Jaantii Hai**, Rani of **Woh Rehne Waali Mehlon Ki** and Ambika of **Suno...Harr Dill Kuchh Kehtaa Hai** who have become household names among television viewers.*

*Other **SaharaOne Television** shows that cater to varied audiences include the popular numerology show **Bolein Ssitare** with top Indian numerologist Sanjay B Jumaani, **Chacha Chaudhary**, the entertaining adaptation of the popular comic series for kids, among others along with **Bollywood Cutting** a non fiction show based on smart Bollywood trivia right from its scripting, pre-production, original choices which were later cancelled for the casting, to the production, post-production stages and finally to the release of the film. With a strong focus on quality content and innovative programming and promotions, Sahara One Television is poised for a position of strength amongst the mainstream Hindi General Entertainment Channels in India.*

*Sahara One Television is part of the umbrella brand Sahara One, whose other businesses include Sahara One Motion Pictures, which is India's largest player in the motion pictures business. It launched FILMY a film based channel on February 11, 2006.*

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