

Media Release
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'Will a daughter-in-law ever become the Daughter of the house?'

**Premiers Monday, November 13, Every Monday - Friday
only on SaharaOne Television**

As part of its constant endeavor to provide quality entertainment to its viewers, **SaharaOne Television** proudly presents, **Kuch Apne Kuch Paraye** – a saga that traces Krishna's life and her struggle for acceptance as the daughter of the Raichand household.

Kuch Apne Kuch Paraye is the story of a prominent business tycoon Vijaypath Raichand - a father of seven children and a strict disciplinarian by nature. The show revolves around his daughter-in-law Krishna – married to Vijaypath Raichand's second son Abhay who leaves her and the house without stating any reasons. Ego clashes and disputes within the family see Raichand's children leaving him one by one. Krishna's sole aim is to bring her family back together as she loves Vijaypath Raichand unconditionally who in-turn, perceives her as his own daughter. On the one where she is accepted by Raichand as his daughter, the women of the family loathe this fact thereby maintaining constant angst against her.

Speaking at the launch, **Mr. Shantonu Aditya, CEO, SaharaOne Television** said, "It has been our conscious effort to provide meaningful, real life, entertaining programmes to our viewers. In **Kuch Apne Kuch Paraye**, we have captured the essence of a father's relationship with his loving and caring daughter-in-law Krishna and how she fulfills her role as his companion, peer and mentor. It also showcases Krishna's life as she jostles with all odds to bring the estranged family together and also get acceptance as the daughter of the Raichand household."

Produced by **Navid Antulay** , Kuch Apne Kuch Paraye is directed by **Rahul Mevawala** who has shows like Kaisa Yeh Pyarr Hai, Kahin Toh Hoga to his credit. **Gunjan Walia**, a fresh face in the industry plays the protagonist – Krishna, while other important characters will be played by noted actors – **Vikram Gokhale** plays Vijaypath Raichand, **Rakshanda Khan** plays Tara - his eldest daughter-in-law and **Madhuri Bhatia** will be seen as the Bua.

Will other family members accept Krishna as Raichand's daughter?

**Watch "Kuch Apne Kuch Paraye" - Monday to Friday,
starting November 13, 2006.**

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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