

# Hitting 1000

In the cut-throat competitive world of TV, two serials have completed 1,000 episodes this year

## Chaya Unnikrishnan

In an era where serials are being ruthlessly axed within a couple of months of their airing due to low ratings it's commendable that a few are managing to complete 1,000 episodes on air. Early this year *Balika Vadhu* achieved that feat and today *Yeh Rishta Kya Kehlata Hai* is celebrating the completion of 1,000 episodes.

Producer Rajan Shahi says, "Currently the TV scenario is extremely competitive and chaotic. It is difficult even to sustain a show, forget having a long-run. In this situation to hit the 1,000 mark is an achievement." And to celebrate, he will throw a party today.

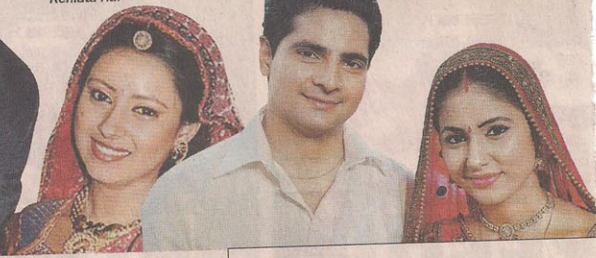
According to Rajan, the reason his show continues to be popular among the viewers is, it has stuck to the texture of being a family show since day one. "There are no false gimmicks or loud drama. It's a positive show with Indian values that can be watched by an eight-year-old to an 80-year old," explains Rajan.

As for *Balika Vadhu*, producer Sunjoy Waddhwa feels that it is the concept of the show that worked to begin with and later people connected with the characters of the show. "Anandi and Dadisa became household names. Also, the different subjects like child marriage, later Anandi's divorce and now her entering a new phase of life is something viewers are identifying with," says Sunjoy giving credit to his writers for churning out good stories. Another show that is on its way to the 1,000 mark is *Uttaran* which has so far completed over 950 episodes.

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Stills from *Balika Vadhu* and (right) *Yeh Rishta Kya Kehlata Hai*



# 1,000 CUTS

WHAT: TV show party WHERE: Film City, Goregaon

Producer Rajan Shahi hosted a bash to celebrate the completion of 1,000 episodes of his show, *Yeh Rishta Kya Kehlata Hai*. The guest list was made up of TV stars and they were welcomed by traditional dhol players. Apurva Agnihotri's bearded look was the cynosure of all eyes. Chitrashi Rawat was overheard talking about how she never misses an episode of *Bigg Boss* just because of friend Delnaaz Irani who's in it. Smiley Suri was blabbering about how Shahi was supposed to launch her in a film which never materialised.



Vivian D'Sena with fiancée Vahbbiz Dorabjee



Rajan Shahi and Mona Wasu



Karan Mehra and Nisha Rawal



Parul Chauhan and Hina Khan