

Rajan Shahi's consecutive launches

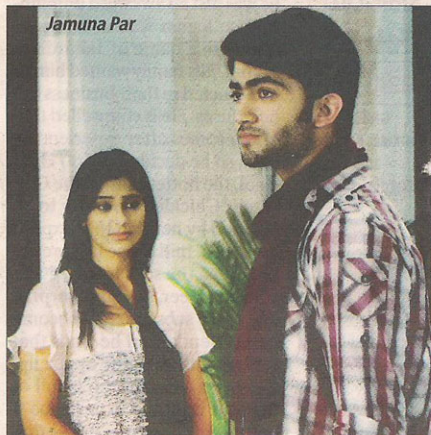
The last time two of Rajan Shahi's shows *Havan* and *Kuch Toh Log Kahenge* were launched it was within a gap of two weeks. This time *Jamuna Par* and *Amrit Manthan* are being launched within a day on two different channels, Imagine TV and Life Ok, respectively.

While *Jamuna*, a love story between a sophisticated girl, a fashion designer and a relatively poor weaver will be launched on February 26 at 9 pm, *Amrit*... that is essentially about two sisters Amrit and Nimrit who have completely different ideologies will start airing from February 27 at 8.20 pm. Both the serials are set against different backdrops, one in Delhi and the other in Punjab.

Says Shahi, "I am happy that two diverse shows are being launched almost simultaneously. In fact, you won't find a typical storytelling format in any of my shows." Shahi, who belongs to Delhi, always wanted to base one of his serials there



and has succeeded with *Jamuna Par* which has actors also from the capital city. Both newcomers Vidhi, an engineer, and Ankur hail from Delhi while the USP of *Amrit Manthan*, according to Shahi, is that Amrit's character is actually that of an anti-heroine. "She has her priorities set and is unlike the typical heroines you see on the



small screen. Also, it has the highest production values and showcases grandeur as it is set against the backdrop of royalty," informs the producer who will be spending the next few months in consolidating the new shows as well as the ones on air, which include *Yeh Rishta Kya Kehlata Hai*, *Kuch Toh Log Kahenge* and *Havan*.