

Ruling the roost again

Just when everybody thought that life cannot be the same with shows sans the *saas-bahu* melodrama and excessive camera moves, Star Plus changed the rules of the games with the launch of shows like *Sapna Babul Ka...Bidaai* and *Yeh Rishta Kya Kehlata Hai* made by Rajan Shahi. The shows adequately highlighted the quintessential emotions with loads of

romanticism and simplicity in storytelling. They ruled the TRP charts for a long time, but in recent times, with stiff competition the shows moved below the number one and two slots, but continued to be in the top slots. However, this week, both the shows made it to number one and two positions. Now the nation eagerly awaits the reunion of the two sisters in *Bidaai*, after the series of

misunderstandings that soured their relationship. Meanwhile the Maheshwari family from *Yeh Rishta...* is desperately trying to bring Star Pariwaar's most celebrated couple Akshara-Naitik together. Will Sadhna and Ragini be able to reconcile and live happily together? Will the Maheshwari family succeed in convincing Naitik to cajole Akshara? Wait and watch!



Yeh Rishta Kya Kehlata Hai



Sapna Babul Ka...Bidaai

Yeh Rishta Kya Kehlata Hai, 9.30 pm.



Simple story, simple treatment, easy pace, small tiffs, grouse, grief, happiness, sadness, celebrations, rituals, customs but no melodrama and no scheming and plotting....that's every day life beautifully captured and which

4.2 pleases eyes, ears and other senses. Not that it has not resorted to

TRP gimmicks like misunderstanding, pregnancy and miscar-

riage to come out of its lows, but the show has chronicled post-marriage journey of an arranged married couple quite well over the last two and half years. It's been the number one show for many months a couple of times and continues to be among the top five dailies most of the times. But now it's getting competition from *Ram Milayi Jodi*, which recently saw its first high in ratings (close to 4 TVR). *Mukti Bandhan* is no competition to both the shows. But loyalty gives *Yeh Rishta...* an edge, unless *Ram Milayi...* capitalises on its current momentum.



Yeh Rishta Kya Kehlata Hai

■ Rajan Shahi, producer-director of the channel's numero uno serial *Bidaai* is making another show *Yeh Rishta Kya Kehlata Hai*. Premiering on January 12 at 9.30 pm, the serial traces the lives of a couple who are virtual strangers before they tie the knot. How love evolves between them is what the serial is all about. While Huma Khan as Akshara will take the viewers through her journey of maturing from a naive 21-year old to a responsible and mature woman, veterans like Vinita Malik, Sanjeev Seth, Lata Sabharwal and Amardeep Jha play pivotal supporting roles.