

Ishaare Hi Kaafi hai says Sony Entertainment Television through its latest offering ‘Ishaaron Ishaaron Mein’

The show premieres on July 15, 2019 and will air every Mon-Fri at 8:00 PM

Press Release:

National, July 11th, 2019:

Sony Entertainment Television (SET) is known for its differentiated content which boasts of interesting character-driven stories. Each of these characters have touched the right chord with audiences and are etched in their memories. Every character has a journey, and through its latest offering Ishaaron Ishaaron Mein, SET is all set to bring forth an enthralling story of a spirited boy, Yogi. What makes Yogi unique is not his hearing impairment, but his normalcy in maneuvering life's daily humdrums enthusiastically and with a smile on his face. Yogi cannot hear or speak but communicates easily with his gestures. Produced by Qissago Telefilms, Ishaaron Ishaaron Mein, premieres on 15th July and will air every Mon-Fri at 8:00 pm only on Sony Entertainment Television.

The Delhi based, 25-year old Yogi Srivastav (Mudit Nayar), though hearing impaired, works effortlessly repairing speakers in his father's shop. He is the buzziest grapevine for gossip seekers and the missing link that completes his gully football team. As per his family, Yogi is the most talkative amongst them all! Yogi sets an example by celebrating life to the fullest. He's a hero alright... and he will also find love in the most unexpected manner. It can't get more mainstream than this!

Actor Mudit Nayar will be joined by an ensemble cast that includes renowned names from Indian Television Industry. While veteran actors Sulbha Arya and Sudhir Pandey will don the roles of Yogi's dotting grandparents, Kiran Karmakar and Swati Shah will be essaying the roles of his parents, alongside many others who will make for Yogi's encouraging and supportive family. In this show, Simran Pareenja will be seen essaying the role of Gunjan, Yogi's love interest.

'Ishaaron Ishaaron Mein' will premiere on 15th July and air every Monday to Friday at 8:00 pm only on Sony Entertainment Television.

Comments:

Anu Ramsay, Fiction Head, Sony Entertainment Television:

"Ishaaron Ishaaron Mein as a concept is not just endearing but inspiring in many ways. Even though Yogi cannot hear or speak but he is spirited and lives every moment to the fullest with his family. We strongly believe and are certain, Yogi's journey will also resonate with our audience."

Ashish Golwalkar, Head – Programming, Sony Entertainment Television:

"The mainstream journey of a hearing-impaired youth is a first on television. This is the story of Yogi, whose spirited way of handling his own disability and the acceptance of the same by his family is inspiring. The show will sprinkle the warmth of a joint family and bring forward the strength of our strong Indian Value system."



Zama Habib, Writer & Producer, Qissago Telefilms:

“Ishaaron Ishaaron Mein has been one of our most challenging projects so far. This show aims to capture the audience’s imagination with the journey of Yogi, a full of life, batooni character, who happens to take his hearing impairment in his stride. We are very excited and happy to be associated with Sony Entertainment Television for this show.”

About Sony Entertainment Television:

Sony Entertainment Television (SET), one of India's leading Hindi general entertainment television channels is a part of Sony Picture Networks India Pvt. Ltd., which is India's leading television network. Since its launch in October 1995, SET has created a unique space for itself in the Indian Television industry. Pioneering new waves in television programming, big format non-fiction shows and an impressive array of fiction shows like The Kapil Sharma Show, Super Dancer, Kaun Banega Crorepati, Indian Idol, Dus Ka Dum, Comedy Circus, Cross Roads, CID, Crime Patrol, Mere Sai – Shraddha Aur Shaburi, Vignaharta Ganesha, Yeh Un Dino Ki Baat Hai, Yeh Pyaar Nahi to Kya Hai, Porus amongst others. SET is known for its innovative concepts and exciting formats and is the most preferred family entertainment channel which has been providing strong platforms for more than 700 brands to reach over 93 million households in India. In addition, Sony Entertainment Television is also available in the US, UK, Africa, Europe, Canada, Australia, New Zealand, Singapore, Pakistan, Nepal, Bangladesh, Maldives, Malaysia, Indonesia, Fiji Islands and Seychelles. In total, SET influences over 332 million viewers in the Indian sub-continent, and the South Asian Diaspora worldwide.

About Sony Pictures Networks India (SPN)

Sony Pictures Networks India (SPN), is an indirect wholly owned subsidiary of Sony Corporation, Japan.

SPN has several channels including Sony Entertainment Television (SET and SET HD), one of India's leading Hindi general entertainment television channels; MAX, India's premium Hindi movies and special events channel; MAX 2, another Hindi movie channel showcasing great India Cinema; MAX HD, a high definition Hindi movie channel airing premium quality films; WAH, the FTA channel for Hindi movies; SAB and SAB HD the family-oriented Hindi comedy entertainment channels; PAL, a genre leader in rural Hindi speaking markets (HSM) showcasing the best of Hindi general entertainment and Hindi movies from SPN's content library; PIX and PIX HD, the English movie channels; AXN and AXN HD, the channels showcasing the best in Reality, Entertainment and Drama; Sony BBC Earth and Sony BBC Earth HD, the premium factual entertainment channels, Sony AATH, the Bangla entertainment channel; MIX a refreshing Hindi music channel; YAY!, the kids entertainment channel; sports entertainment channels – SONY SIX, SONY SIX HD, SONY ESPN, SONY ESPN HD, SONY TEN 1, SONY TEN 1 HD, SONY TEN 2, SONY TEN 2 HD, SONY TEN 3, SONY TEN 3 HD; Sony मराठी, the Marathi general entertainment channel; SonyLIV - the digital entertainment VOD platform; SPN Productions, the networks' film production arm and Studio NEXT the independent production venture for original content and IPs for TV and digital media. SPN reaches out to over 700 million viewers in India and is available in 167 countries.

The network is recognized as an employer of choice within and outside the media industry. SPN is a recipient of several awards, including the 'Aon Best Employers India' Award in recognition of SPN's unique workplace culture and exceptional people practices, consistently ranking amongst India's Top 10 Companies with Best Health & Wellness Practices by SHRM & CGP Partners, listed by

Working Mother & AVTAR as one of the 100 Best Companies for Women in India and adjudged one of India's Great Workplaces by the Great Place to Work® Institute.

Sony Pictures Networks India Private Limited is in its 24th year of operations in India. It has a subsidiary, MSM-Worldwide Factual Media Private Limited and an affiliate, Bangla Entertainment Private Limited in India.

For more information, log onto www.sonypicturesnetworks.com

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