

Revisit an inspiring chapter of Indian history, starting tonight,
with

Sony Entertainment Television's 'Punyashlok Ahilyabai'

Watch this unique sajhedaari of Ek Sasur Jisne Saath Nibhaya aur Ek Putravadhu
Jisne Itihaas Banaya every Mon-Fri at 7:30pm

Press Release

Mumbai, January 04, 2021

Delivering on its commitment to treat viewers with relatable content and keeping up with its portfolio of unparalleled historical shows, Sony Entertainment Television is set to welcome 2021 by revisiting an important and glorious chapter of Indian history through its latest offering **Punyashlok Ahilyabai**. The show, as grand in its audio-visual telling as in its intent to inspire, inform and engage, will narrate the real-life inspiring and courageous tale of Ahilyabai Holkar on the Indian television for the very first time. **Produced by Dashami Creations, Punyashlok Ahilyabai premieres tonight and will air every Mon-Fri at 7:30 pm only on Sony Entertainment Television.**

A period drama set in the 18th century, the show's core lies in bringing forth the story of a woman, ahead of her times, who was relentlessly supported by her father-in-law. At a time when societal rules and patriarchy dictated lives, education was a taboo for women, who were bereft of voice and rights, Ahilyabai stood out as a rare and exemplary example that a person becomes great not by gender or birth, but by deeds.

Born in a village of Chaundi, Ahilyabai was chosen as a child bride by Malhar Rao Holkar, one of the chief generals (Subhedaar) of the Peshwa and the ruler of Malwa, for his son Khande Rao. Impressed by her egalitarian approach, unique thought process and inquisitive personality, Malhar Rao realising her thirst for knowledge, bended societal rules to quench it, and unknowingly prepared her to be his true heir.

While exploring this narrative, Punyashlok Ahilyabai will also bring forth, the unique bond shared between a daughter-in-law and her father-in-law, without whose unflinching support, her life would have had a different course altogether.

The show features acclaimed child actress Aditi Jaltare as Ahilyabai, while renowned TV actor Rajesh Shringarpore will be seen playing Ahilyabai's father-in-law, Malhar Rao Holkar. Krish Chauhan will be seen as Ahilyabai's husband Khande Rao Holkar while Snehlata Vaisaikaar will be portraying the character of Gautamabai, Ahilyabai's mother-in-law.

Altogether, Ahilyabai Holkar made a place for herself in history and in the hearts of people. Her nobility, and life story exemplifies what can be achieved with sheer determination, grit and by receiving true guidance.

**Tune-in to Punyashlok Ahilyabai, starting tonight, every Mon-Fri at 7:30pm only
on Sony Entertainment Television**



Comments

Ashish Golwalkar, Head – Programming, Sony Entertainment Television & Digital Business

As we enter the new year, we are happy to unfold a chapter of history which is not only inspiring but empowering in so many ways. The trajectory of Matoshree Ahilyabai Holkar's life makes this new offering unique. She was a woman ahead of her times and a courageous one at that. Centuries later, her legacy still lives on in the form of the numerous temples, dharamshalas, and the large amount of social work she dedicated her life to. She was a visionary who proved to be inspiration for generations to come. We are happy to collaborate with Dashami Creations once again for a magnum opus like Punyashlok Ahilyabai. We've received tremendous response from the audience so far and we hope that they enjoy watching a show which is as authentic and grand in its feel as this glorious story commands.

Nitin Vaidya, Producer – Dashami Creations

After a successful association with Sony Entertainment Television through Mere Sai, we are glad to have gotten this opportunity to narrate the story of one of the finest female rulers in Indian history on television. We specifically wanted to highlight the bond that Ahilyabai shared with her father-in-law Malhar Rao Holkar who identified the true potential in her – something which was inspiring and ahead of its time. The entire team has put their heart into creating an 18th century era for the viewers and all the artists associated with this project have done full justice to the characters they are portraying.

Shirish Latkar, Writer

Punyashlok Ahilyabai is not just a story about a woman who became a ruler. Its uniqueness lies in being a story about a common girl from a village in Maharashtra who went on to become one of India's finest women rulers, with the support of her father-in-law. The show explores this tangent of her life beautifully. The show's narrative is well-researched for months, and dialogues have been kept realistic to give the audience a feel of the region where the story is based, and yet have a mass appeal.

Aditi Jaltare, portrays the character of Ahilyabai Holkar

It's encouraging to portray a character like Ahilyabai Holkar on screen. I am getting to learn new things each day and Ahilyabai's journey is inspiring in itself. It has instilled in me the belief that courage and determination, coupled with right guidance, can go a long way in shaping one's future. Personally, I hope to be like her someday.

Rajesh Shringarpore, portrays the character of Malhar Rao Holkar

At a time when there are rarely any narratives that explore the father-in-law and daughter-in-law bond on television, I am happy to be a part of historical show which brings to life a progressive story from the 18th century. There are a lot of facets to the story of Ahilyabai Holkar and her journey is inspiring. It is a pleasure to work with a team that pays attention to detail in every aspect of production and storytelling.

About Sony Entertainment Television:

Sony Entertainment Television (SET), one of India's leading Hindi general entertainment television channels, is a part of Sony Pictures Networks India (SPN). Since its launch in October 1995, SET has created a unique space of being the 'Thought Leader' in the Indian Television industry with path breaking content and innovation in the entertainment business.

Over the years, SET has continued to bring forth an impressive array of impactful urban stories delivering on the promise of novelty, variety and quality with finite shows like Jassi Jaisi Koi Nahin, Heena, Bade Acche Lagte Hain, Kuch Rang Pyaar Ke Aise Bhi, Patiala Babes, Beyhadh, Ek Duje Ke Vaste, Mere Dad Ki Dulhan and several others. Apart from these, socio-mytho and historical shows like Mere Sai, Vighnaharta Shree Ganesh, Porus, Chandragupta Maurya, amongst others have also enjoyed a positive viewership.

SET pioneered new waves in television programming with home-grown formats like Super Dancer - which has successfully completed three seasons, Superstar Singer and the most recent - India's Best Dancer. Furthermore, SET revived Kaun Banega Crorepati, which redefined its weekday appointment viewership, along with shows like Indian Idol, The Kapil Sharma Show, Comedy Circus and Dus Ka Dum which strengthened its weekend leadership.

SET, known for its innovative concepts and exciting formats, is the most preferred premium family entertainment channel reaching 62 million households in India. SET and SET HD are the Top 2 channels driving viewership from premium homes as per BARC PrimaVU. SET is the only media brand to rank fourth, after Samsung and Apple, as the Most Desired Brand of 2020 as per TRA study.

SET's international feed is available across US, UK, Africa, Europe, Canada, Australia, New Zealand, Singapore, Nepal, Bangladesh, Maldives, Malaysia, Indonesia, Fiji Islands and Seychelles.

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, Sony BBC Earth and Sony BBC Earth HD, the premium factual entertainment channels, Sony AATH, the Bangla entertainment channel; YAY!, the kids entertainment channel; sports entertainment channels – SONY SIX, SONY SIX 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 India's Best Companies to Work For 2020 by the Great Place to Work® Institute, India, 'Aon Best Employers India' awards 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 and listed by Working Mother & AVTAR as one of the 100 Best Companies for Women in India.

Sony Pictures Networks India Private Limited is in its 25th 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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