

A spiritual odyssey that transcends time and holds mass appeal, Sony Entertainment Television brings viewers 'Shrimad Ramayan'

The show is Co-Powered by AU Small Finance Bank, Fortune Fresh Chakki Atta and Rajdhani Besan, with Special Partners - Quick Heal Antivirus and Bikaji, while Nirma and Cremica Tomato Ketchup come onboard as Associate Sponsors

This divine epic premieres on January 1, 2024, and will air every Monday to Friday at 9 PM, only on Sony Entertainment Television

Press Release:

Mumbai, 18th December 2023:

Poised to capture varied audience segments across the length and breadth of India, **Sony Entertainment Television brings viewers Shrimad Ramayan**, an epic that holds immense significance and narrates the life and teachings of Lord Ram in its purest form. Having introduced audiences to some of Indian television's most memorable characters across clutter breaking shows, the channel is now opening the doors for a new generation to experience the beauty and wisdom of Lord Ram's journey and is committed to curating differentiated content that holds mass appeal with this saga. The show is Co-Powered by AU Small Finance Bank, Fortune Fresh Chakki Atta and Rajdhani Besan, with Special Partners - Quick Heal Antivirus and Bikaji, while Nirma and Cremica Tomato Ketchup come onboard as Associate Sponsors. Shrimad Ramayan premieres on January 1, 2024, and will air every Monday to Friday at 9 PM, only on Sony Entertainment Television.

To bring Shrimad Ramayan on your television screens, Sony Entertainment Television has joined hands with Swastik Productions, well-known as one of the biggest storytellers in Indian television, that has consistently curated content with larger-than-life production values. Swastik has deep-dived into the very roots of Indian culture, history and its legends, and will bring alive this story that chronicles the ultimate triumph of good over evil. An ensemble star cast of actors **Sujay Reu** (Lord Ram), **Prachi Bansal** (Mata Sita), **Basant Bhatt** (Lakshman), **Nirbhay Wadhwa** (Lord Hanuman), **Nikitin Dheer** (Ravan), **Arav Chowdharry** (King Dashrath) and **Shilpa Saklani** (Queen Kaikeyi) amongst others breathe life into these iconic characters with their impeccable acting skills. The attention to detail in the costumes, a mega set design, and visual effects will further enhance the viewing experience, transporting the audience to the enchanting world of Ayodhya and Lanka.

This sacred saga resonates deeply with the cultural fabric of India and its enduring appeal lies in the universal themes it explores—duty, sacrifice, love, and loyalty as well as the vices of greed, deceit, and ego.

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Comments:

Neeraj Vyas, Business Head - Sony Entertainment Television, Sony SAB, PAL, and Sony MAX Movie Cluster

This is not just a show; it is our attempt to bring the essence of our rich heritage into the homes of millions and create a shared experience for families across the nation. The learnings of this distinctive epic are relevant even today and resonate across generations,

emphasizing the importance of family values and the significance of relationships. As we embark on this divine journey with Swastik Productions, we are committed to crafting an authentic and immersive experience for the viewers.

Siddharth Kumar Tewary, Founder of Swastik Productions and the Creator of Shrimad Ramayan

Bringing one of the biggest epics to life is not just a creative endeavour but a profound responsibility. The launch of 'Shrimad Ramayan' signifies a commitment to quality storytelling with meticulous research and seamless execution. I am delighted to partner with Sony Entertainment Television and together, we look forward to the retelling of this timeless narrative that resonates deeply with viewers, fostering a renewed connection with our cultural heritage and values. I am thankful to amazing talent which is helping me create this – the star cast and the production crew which is working tirelessly on this mega project.

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, Kathaa Ankahee and several others. Apart from these, socio-mytho and historical shows like Mere Sai, Vighnaharta Shree Ganesh, Porus, Chandragupta Maurya, Punyashlok Ahilyabai amongst others have also enjoyed a positive viewership.

SET pioneered new waves in television programming with home-grown formats like Super Dancer, Superstar Singer and India's Best Dancer. Furthermore, SET revived Kaun Banega Crorepati and MasterChef India which redefined its weekday appointment viewership and has introduced viewers to a globally acclaimed business reality show with the launch of SharkTank India. Shows like Indian Idol, The Kapil Sharma Show, Comedy Circus and Dus Ka Dum have further strengthened its weekend leadership.

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 Culver Max Entertainment Private Limited (formerly known as Sony Pictures Networks India):

Sony Pictures Networks India is the consumer-facing identity of Culver Max Entertainment Private Limited, which is an indirect wholly owned subsidiary of Sony Group Corporation, Japan.

The Company has several channels including Sony Entertainment Television (SET and SET HD), one of India's leading Hindi general entertainment television channels; Sony SAB and Sony SAB HD the family-oriented Hindi entertainment channels; Sony MAX, India's premium Hindi movies and special events channel; Sony MAX 2, another Hindi movie channel showcasing great India Cinema; Sony MAX HD, a high definition Hindi movie channel airing premium quality films; Sony WAH, the Hindi movies channel for rural markets; Sony PAL, a genre leader in rural Hindi speaking markets (HSM) showcasing the best of Hindi general entertainment and Hindi movies from its content library; Sony PIX and Sony PIX HD, Sony BBC Earth and Sony BBC Earth HD, the premium factual entertainment channels, Sony AATH, the Bangla entertainment channel; Sony YAY!, the kids entertainment channel; Sony Sports Network – Sony Sports Ten 1, Sony Sports Ten 1 HD, Sony Sports Ten 2, Sony Sports Ten 2 HD, Sony Sports Ten 3, Sony Sports Ten 3 HD, Sony Sports Ten 4, Sony Sports Ten 4 HD, Sony Sports Ten 5, Sony Sports Ten 5 HD; Sony Marathi, the Marathi general entertainment channel; Sony LIV - the digital entertainment VOD platform and Studio NEXT the independent production venture for original content and IPs for TV and digital media. The Company reaches out to over 700 million viewers in India and is available in 167 countries.

The Company is recognised as an employer of choice within and outside the media industry. It is a recipient of several awards, including India's Best Companies to Work For 2021 by the Great Place to Work® Institute, India, 'Aon Best Employers India' awards in recognition of the company'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.

The Company is in its 28th year of operations in India. Besides having overseas subsidiaries, 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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