

## With Kuch Reet Jagat Ki Aisi Hai, Sony Entertainment Television Promises to Deliver an Empowering Narrative

~ Actor Meera Deosthale Plays Nandini: A Strong Female Protagonist Who Challenges Dowry Norms, Raises Her Voice for Change ~

### Press Release

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Bringing viewers content with a purpose, **Sony Entertainment Television's** latest offering, "**Kuch Reet Jagat Ki Aisi Hai**" is a compelling drama that sees the *homely, vivacious, and responsible* Nandini, challenge the conventional **Dahej Pratha** that exists in our country. Shrouded in tradition, "dowry" is the price a woman pays with her dignity and Nandini's stark demand - "*mujhe mera dahej waapas chahiye*", paves the way for a story that matters. With this show, the channel promises to deliver an empowering narrative, with an aim to entertain as well as educate the masses with relevant issues that exist in our society. At the heart of "Kuch Reet Jagat Ki Aisi Hai" is **Meera Deosthale's** portrayal of Nandini and her character serves as a beacon of strength, challenging age-old beliefs that demean the self-respect of women.

Set in the milieu of Gujarat, the show puts the spotlight on Nandini, who has been raised by her maternal uncle and aunt, played by **Jagat Rawat** and **Sejal Jha**. Deeply rooted in tradition, Nandini respects her elders, she's well-read, and is progressive in her thoughts. Her Mama has taught her to question what she doesn't understand, and Nandini does so fearlessly. **Actor Zaan Khan** essays the role of Nandini's husband, Naren Ratanshi, while **actors Dharmesh Vyas and Khushi Rajpoot** play the roles of her in-laws, Hemraj Ratanshi and Chanchal Ratanshi. Despite the backdrop of a seemingly content married life, the show chronicles her courageous journey as she takes a stand against her in-laws and the custom of dowry, unveiling a poignant tale of resilience and empowerment.

**Watch "Kuch Reet Jagat Ki Aisi Hai" every Monday to Friday at 8.30 PM, only on Sony Entertainment Television.**

### Comments

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

"We are committed to delivering narratives that not only entertain but also inspire change. Through the introduction of a powerful character like Nandini, we aim to ignite meaningful conversations that catalyze social impact. Our approach is rooted in a deep understanding of the Indian consumer, and we believe that by presenting a story that captures the nation's attention, it will resonate strongly with audiences."

**JD Majethia, Hats Off Productions**

"The dowry system is still a threatening reality, not just in rural India but in metropolitan cities as well. It's got a new language now, "Humein kuch nahi chahiye, aap apni beti ko khushi se jo dena chaho woh dejiye". Why do we value a woman's life, her worth, against the amount of

gold and gifts she brings in dowry? Questions like these need to be raised again and again and our show aims to shed light on many such practices that are disguised as tradition. We are delighted to collaborate with a strong ensemble cast of actors who will deliver impactful performances in this story scripted by renowned writers that promises to strike a chord with viewers across the country.”

**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 Shrimad Ramayan, Mere Sai, Vighnaharta Shree Ganesh, Porus, Chandragupta Maurya, and Punyashlok Ahilyabai amongst others have also enjoyed 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, which redefined its weekday appointment viewership and introduced viewers to a globally acclaimed business reality show with the launch of SharkTank India. Shows like Indian Idol, Jhalak Dikhhla Jaa, The Kapil Sharma Show, Comedy Circus, and Dus Ka Dum have further strengthened its weekend leadership.

SET's international feed is available across the 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 28<sup>th</sup> 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](http://www.sonypicturesnetworks.com)

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