



Zee TV launches a show that epitomizes women power in India –



Ek Sadharan Ladki ki Asadharan Jeevangatha

The life of Rani Lakshmi Bai unveiled for the First time!

Tuesday – Friday at 8.00pm, starting 18th August 2009

Wednesday, 12th August 2009: On the 18th of August, 2009, Zee TV unravels its new show 'Ek Veer Stree Ki Kahaani... Jhansi Ki Rani' - the story of an ordinary girl who went on to become an extraordinary ruler. Her defiance against the British is exemplary even today. The fervour that she aroused gave birth to various leaders and revolutionaries who finally freed India from the British. Through this venture, Zee TV attempts to bring forth the various facets of this remarkable woman which are yet unknown to people. The Rani is shown as a mother, as a wife, as a daughter, as a warrior and essays all the roles with equal aplomb. The show is a tribute to her bravery, gallantry and patriotism.

Speaking on the launch, Mr. Nitin Vaidya, COO of ZEEL and Business Head of Zee TV said, "Rani Lakshmi Bai was an icon of the Indian Independence movement. The new show on ZEE TV will present it from an outlook that will definitely leave its audience inspired. It will talk about how a simple girl turned out to be a revolutionary by merely making difficult choices. In this time and age where shows are adopting western content to grab eyeballs, Zee TV, the original architect of Indian TV entertainment, has yet again broken clutter with a story of the famous Indian warrior told differently.

The topic has been well researched and even the smallest details have been borne in mind so as to capture the true essence of that era. I see the Rani as an inspiration to every woman of today, who wants to carve a niche for herself, while simultaneously taking care of her family. The topic is very relevant in contemporary times, when women are being inflicted with so many atrocities. The show has been shot extensively across 4 states - Gujarat, Maharashtra, Madhya Pradesh and Rajasthan with opulent sets and ostentatious presentations. Jhansi Ki Rani was an inspiration for the women of her times to make themselves stronger; a response she still does not fail to elicit."

Zee has always strived to be a guiding force and select topics which are not only pragmatic but also ingrained in our culture, ethos and tradition. By presenting the life story of Rani Lakshmi Bai on the eve of Independence Day, this is another step forward to preserve the rich custom and tradition of India.

The show is being produced by Contiloe Films and boasts of some established theatre and television personalities like Aruna Irani, Shailesh Datar, Ravindra Mankane to name a few.

About Zee TV

Zee TV, the flagship channel of Zee Network was launched in October 1992. With a reach of more than 167 countries and access to more than 500 million viewers globally, Zee TV has created strong brand equity and is the largest media franchise serving the South Asian diaspora. Within sixteen years of its launch, Zee TV has driven the growth of the satellite and cable industry in India. Since its inception the channel has introduced some path breaking programs like 'Sa Re Ga Ma Pa', 'Saat Phere', 'Choti Bahu', 'Lux Dance India Dance' and recently launched 'Agle Janam Mohe Bitiya Hi Kijo' , 'Aap Ki Antara' and ' Pavitra Rishta' to name a few. The popularity of Zee arises from its understanding of Indian culture and beliefs, which are depicted in its programming.