

Sony launches a new fiction show- Anaamika

•Written by Amit Bachchan•

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Khushiyan Ko Nazar Laggte Der Nahi Lagti...Buri Nazar Se Bachke Rehna Aa Rahi Hai Anaamika', India is a land of myths & folklores, bathed in endless allegories founded across centuries of profound history. The mind-set of the Indian woman is constantly subject to the fear of 'Buri Nazar' where she believes that too much happiness in one's life is bound to attract the wrath of evil or jealousy.

The list of beliefs to ward off evil is endless; where one can either blame it on folklore or the upbringing by the elder's in the family. In keeping with its philosophy of bringing to its viewers content that is distinct, innovative and mass appealing, Sony Entertainment Television, is all set to present its viewers with a unique love story with a numinous twist titled 'Anaamika'. The show is all set to hit airwaves on November 26, 2012 every Monday to Thursday at 8:00 p.m.

Produced by Trishulla Productions, Anaamika vividly traces the journey of a young couple Jeet (Mudit Nayar) and Rano (Annie Gill). Set in present day Chandigarh, the story explores this intriguing world where a life filled with happiness, togetherness and love is subject to uncanny circumstances.

Vivek Bahl, Chief Creative Director, Sony Entertainment Television says, "Anaamika is actually based on a true incident I'd heard about. We've taken that, & built an entire series around it, rich in characters, & driven by a young girl who stands up & fights for her husband against the scariest enemy. In keeping with Sony's innovative approach to content, Anaamika is a first, in the fact that it's a full-fledged soap-horror, which is also why it debuts at a prime-time weekday

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slot of 8 pm.”

Talking about the show, Vikas Seth, Producer, Trishulla Productions said,“Both, Mahesh and me would like to thank Sony for giving us the opportunity in presenting a unique storyline – “Anaamika” as our maiden production venture. We hope that the hard work of the entire team at SET and at our end is appreciated by trade and audiences at large.”

The show narrates the story of Jeet (Mudit Nayar) and Rano (Annie Gill) childhood friends who are on the threshold of entering wedded bliss. Just when the world is about to get picture perfect for Rano, Anaamika enters Jeet’s life and charms him threatening the very foundations of their love. Will their love survive the test of time? Who is this Anaamika?

Anaamika includes a stellar star cast that comprises of the charming Annie Gill along with noted actors like Mudit Nayar, Madhu Malti, Sonika Gill, Namrata Dhanija, Deepak Dutta along with others.