Rani Mukerji at the launch of Sanjay Leela Bhansali's TV show 'SaraswatiChandra' ,Sanjay Leela Bhansali's TV debut 'Saraswatichandra' is all set to scorch TV screens on February 25,

Saraswatichandra is a modern-day adaptation of the book by the same name – a beautiful love story between Saraswatichandra and Kumud. Since romance lies at the core of the story, Star Plus has come up with a unique and disruptive digital marketing initiative to promote the show. Saraswatichandra will have a special worldwide web premiere on February 14, Valentine's Day.

Speaking on this novel marketing initiative, Nikhil Madhok, Vice-President, Marketing, Star Plus, said, "Saraswatichandra is a really unique love story and we feel that it will find great traction amongst the youth. The promos for the show have created a lot of buzz and we were flooded with requests from people asking to bring forward the launch of the show or give them access to more content. So we decided to do a web premiere of the show, where the digital audiences will get to see the show much in advance of its TV debut. Valentine's Day provided the perfect timing to do so for a love story."

The first peek-a-boo of the show has made it clear to the audiences that they are in for an artistic treat. Sanjay Leela Bhansali's debutant show is nothing less in extravagance and grandeur as compared to his films Hum Dil De Chuke Sanam, Black, Saawariya or Guzaarish. Saraswatichandrahas been in news even before the title was finalized. Reasons were varied Sanjay Leela Bhansali's debut on Television.

Sanjay Leela Bhansali's
सरस्वतीचन्द्र