

Akshay Kumar and Ashwini Yardi to produce new tv show Jamai Raja

•Written by amit bachchan•

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Zee TV turns the spotlight on sons-in-law with 'Jamai Raja' The serial will go on air from August 4,

Monday to Friday, at 8:30 PM and will replace 'Do Dil Bandhe Ek Dori Se'. The show is Ashwini Yardi and actor Akshay Kumar's first television project as producers

Over the years, the Indian television industry has moved way beyond the stale concept of the saas-bahu saga. Things have changed and today as a result of which we see every GEC going out of its way to offer something new and unique to its viewers. Zee TV also joins this bandwagon with a unique story plot that promises to break the conventions.



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The channel will air its new primetime offering 'Jamai Raja' which will go on air from August 4, Monday to Friday, at 8:30 PM. The show will be replacing 'Do Dil Bandhe Ek Dori Se' which was running in the same slot.

We have all seen how in both reel and real life, the daughter-in-law plays the pivotal role in binding the entire family together, while the son-in-law or the 'Jamai' enjoys a godly treatment. 'Jamai Raja' wants to break this notion and instil in the minds of viewers that "if bahu have done it all along, why can't the Jamai?" It speaks of the son-in-law's responsibility towards his wife's family, keeping the family together with his love and warmth.

Namit Sharma, Programming Head, Zee TV, said, "We have not planned any definite number of episodes, but we believe it will do well. And if it does well, then we would like to continue it as long as the audience likes it and also as long as we have a justifiable story line to support it. We are the slot leader with 'Jodha Akbar' at 8 PM and with 'Jamai Raja' we plan to lead the 8:30 PM slot too. It is a very out of the box yet traditional show and it has something for everybody. I feel that it is easy to be totally out of the box and also easy to be totally conventional, but to say something new in the conventional space is the real challenge. And our belief is that we have done a good job, but we will leave it to the viewers to decide."

"We are yet to finalise the final marketing plan, but we have a fairly innovative digital activity lined up. The cue is to create buzz and invoke conversation in the digital medium with conversations around saas and Jamai and his responsibilities towards his wife's family," added Sharma.

The story revolves around how the protagonist, Siddharth, tries to mend the estranged relationship between his wife, Roshni, and mother-in-law, Durga Devi. Ravi Dubey plays the character of Siddharth, Nia Sharma as his wife, and Achint Kaur as his sophisticated mother-in-law. Veteran actress Aparna Mehta plays the role of Roshni's grandma who is very cool and fashionable.

'Jamai Raja' is Ashwini Yardi and actor Akshay Kumar's first television project as producers, under the banner Grazing Goats Pictures. The duo is co-producing the show with Sagar Pictures.

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Ashwini Yardi said, “Jamai Raja is set against an interesting urban canvas, a progressive premise and has strong, well-defined protagonists. The show is set against the swish backdrop of South Mumbai’s upscale Cuffe Parade. It will also come as a huge relief to those who have got bored with the haveli set-up and also with actors wearing heavy jewellery. Viewers here will be able to relate with the characters and also with their costumes. We’ve worked extremely hard towards getting the casting perfect and pushed the envelope as far as production values are concerned. I believe we have a great product in hand, we look forward to the audience response.”