



Press Release

Aakash Aath Launches Two New Mega Serials: Umar Sangsar & Nati Binodini

- To Reintroduce The Popular Mega Serial Jagat Janani Maa Sarada On Public Demand -

Kolkata, 5th March, 2019: Aakash Aath, one of the most popular regional general entertainment channels, announced the launch of two mega serials, **Umar Sangsar & Nati Binodini**, today. Both serials will be aired from **11th March, 2019, every Monday to Saturday**. **Umar Sangsar** will be aired at **8 pm** & **Nati Binodini** will be aired at **6.30pm**.

“We are launching two serials on two diametrically opposite women representing two different eras. One, a fictional character, Uma, whereas the other person, Binodini, is a non-fictional character. Both the characters have few common characteristics, though. They are focused, strong willed and are inspiring personalities. Apart from **Umar Sangsar & Nati Binodini**, we are also reintroducing **Jagat Janani Maa Sarada** adhering to the huge demand from our audience. These three programs are our gift to our patrons to mark the occasion of Women’s Day” said **Mr Ashok Surana, Chairman, Aakash Aath**.

Umar Sangsar is a story about a woman who handles her family with perfection. Uma, played by Kamalika Banerjee, is the elder daughter-in-law of a joint family where she lives with her husband, daughter, mother-in-law, brother-in-laws and sister-in-laws. Kanka, the elder sister-in-law of Uma, who was a victim of cruelty that changed her life totally and made her mentally disbalanced, have a special place in Uma’s heart. Uma goes against her family and tries to find out the culprit. This serial is directed by **Anindo Sarkar** and stars **Kamalika Banerjee, Ashmita Mukherjee, Sabarni Saha, Abhijit Debroy, Sarbani, Mou Bhattacharya and Sumanta Mukherjee** among others. The Story and screenplay is by **Mon Chakraborty** & dialogues are by **Upashana Chowdhury**.

Nati Binodini is based on the life of the legendary theatre actress, Binodini, who is referred to as the best actress of her time. She became the common face of all the theatres written by renowned playwright **Shri Girish Ghosh**. Binodini was born in a very poor family. She started to learn singing from singer, **Gangamoni**. Due to her talent, she got the chance to participate in theatres and soon joined Bengal Theatre. She became the support system of her family irrespective of going through various ups and downs in her life. **Nati Binodini** is directed by **John Halder** and stars **Swagata Sen, Oishani Dey, Monoj Saha, Rita Dutta Chakraborty, Ananya Sengupta, Sarbari Mukherjee, Kushal Chakraborty, Enakshi Kha, Kasturi Chakraborty** and others. Screenplay of the serial is by **Rakesh Ghosh** and **Debjit Roy** has composed the music.

“Umar Sangsar is a fascinating story about a woman who can go against her family, if need be, to fight for what is right. Characters like Uma become immortal for their sacrifices. For the first time we are introducing **Nati Binodini** for the small screen. A historical figure, Binodini’s tale, we thought should be retold for the new generation. The appeal of **Maa Sarada** is universal. Our mega serial, **Jagat Janani Maa Sarada** became so popular that after it was completed, we received plethora of requests to reintroduce it. We had to give in to the demands of our audience and decided to air it once again”, said **Ms Eshita Surana, Director, Aakash Aath**.

Jagat Janani Maa Sarada will be once again aired from **11th March, 2019, every Monday to Wednesday at 9.30pm**. Popular Television actor **Arpita Mondal** portrayed the role of **Maa Sarada** and **Suman Kundu** enacted the role of **Sri Ramkrishna Paramhansa Deb**. The other important cast members include **Anuradha Roy, Debasish Roy Chowdhury, Debasish Sen, Bodhisatwa Majumder, Debasish Sarkar, Subhojit Bakshi, Arpita Samanta. Susanta Bose** has directed this mega serial.



Both Umar Sangsar and NatiBinodini were launched today in the presence of the cast and crew members of the serials including Kamalika Banerjee, Ashmita Mukherjee, AnindoSarkar, SwagataSen, OishaniDey, MonojSaha&John Halder along with Mr Ashok Surana, MsEshitaSurana&MrSusanta Bose.

About Aakash Aath:

The popular Bengali channel Akash Bangla, which was known for its news and entertainment portfolio, has been re-launched as Aakash Aath from 14th October, 2013. Positioned as a General Entertainment Channel (GEC), Aakash Aath presents a wide variety of program, including news bulletins (Aakash Barta), catering to audience across age groups. The programs on air are, Good Morning Aakash (live musical programme with guest artistes), FM On TV (Music program), Radhuni (Cookery show), DipabalarSaakahan, Chhoy Masher Mega (series on contemporary stories), Police Files (Crime show based on real life incidents) and Gaan Fight (musical programme), Sri GuruvahNamah (Mythological program). Aakash Aath also airs blockbuster feature films every day. The channel promises to launch an array of interesting shows & serials in the coming days.

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