



Press Release

Aakash Aath To Introduce Two New Mega Serials

'Ekir Mekir' And 'Meyeder Bratakotha'

- To Be Premiered On 16th August, 2021 -

Kolkata, 11th August, 2021: Aakash Aath, one of the most popular Bengali general entertainment channels, is going to launch two of their upcoming new mega serials, 'Ekir Mekir' and 'Meyeder Bratakotha' from **16th August, 2021**.

"Ekir Mekir" is adapted from "Tanu Atanu Sangbad" a literally work of noted author, **Shri Samaresh Majumdar**. The story narrates the tale of a bubbly, fun-loving young girl named Pratima. Her parents are worried about her restless nature. So, her parents want to get her married. After many dramas Pratima is married off to a boy, who is very quiet and a simpleton. What happens next is a joyous ride of fun-filled moments that will make you laugh. Actors **Somashree Bhattacharya** and **Saptarshi Roy** are essaying the lead roles while renowned actress **Laboni Sarkar** is making a comeback in Aakash Aath with this serial. EkirMekir is directed by **Susanto Bose**.

On the other hand, **Aakash Aath** will also be introducing **Meyeder Bratakotha**, a series featuring devotional fasting lore predominantly found in Bengal. On a specific festival, if a person conducts the fasting rituals devoted to various gods and goddesses and reads their respective *Brata Kotha* (spiritual tales of Gods & Goddesses) with devotion and fervour, then that person becomes capable of making his/her life pleasant and prosperous. This is for the first time ever, Brata Kathas will be aired on the television screen courtesy Aakash Aath. **Dolon Roy, Pinky Banerjee, Goutam Mukherjee, Souptik Chakraborty & Titli Aich** amongst others stars **Meyeder Bratakatha**. Every single story in the programme will be directed by different directors.

"Aakash Aath has always presented unique and refreshing content for its viewers. The story of Ekir Mekir, a Romcom is bound to bring a smile on your face. It is a sweet story of the roller coaster ride that a couple faces. Whereas Meyeder Bratakotha is a path breaking initiative as for the first time the Television audience will get to witness such a program. We strongly feel that a crisis in human life gives rise to ones belief in any spiritual power and the belief is strengtened once after devotion the crisis is resolved. Though it is a traditional concept, we are presenting it in a manner that will appeal to the new-age audience also. It is a fine combination of fiction and mythology", said **Ms Eshita Surana Poddar & Ms Priyanka Surana Bardia, Directors, Aakash Aath**.

Both the serials will be aired from **16th August, 2021** every **Monday to Saturday** only on **Aakash Aath**. **Meyeder Bratakotha** will be aired at **6.30 pm** while **Ekir Mekir** will be aired at **7.00 pm** respectively.

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), Radhuni (Cookery show), Police Filez (Crime show based on real life incidents), Balika Badhu (a literature work by Bimal Mitra), Ekir Mikir (a literature work by Shri Samaresh Majumdar), Meyeder Bratakotha (spiritual tales of Gods & Goddesses) and others. 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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