



Press Release

Aakash Aath And The Team Of “Kanchi” Celebrated 100 Episodes and Christmas Revelry Along With The Children

- A Noble Initiative By Aakash Aath To Shower Hope And Smile Among The Underprivileged Children -

Kolkata, 17th December, 2021: Aakash Aath, one of the most popular regional general entertainment channels, known for its variety of content driven programs organised a **Christmas Extravaganza** between the team of their recently launched teleserial “Kanchi” and the underprivileged children of **Joyjeet Das Memorial School** on **Tuesday, 14th December, 2021** from **04:30 pm** at **Sinha Roy Studio** in **Narendrapur**. The lead cast and crew members of the mega, actress **Kathakali Chakraborty**, **Omi Mukherjee**, **Tulika Basu**, **Bhaswar Chatterjee**, **Bharat Kaul** and **director Manish Ghosh** were present for this philanthropic celebration. This event also marked **100th Episode Celebration of Kanchi**.

The Christmas evening was full of enthusiasm and fun as it was followed by a grand cake-cutting ceremony and distribution of gift packets and Christmas Caps among the fifteen underprivileged children of the school on this festive occasion.

Besides Durga Puja, Christmas and New Year Eve have become the second biggest celebration where the City of Joy being decorated like a fairy tale during this time of the year. Prominent places such as Park Street, New Town and almost all the swanky malls of city are filled with enthusiastic revellers who are out to enjoy themselves with best of music, season special cakes and cookies. Amid these happy faces, yet there is a section of under-privileged young ones who are deprived of the experience of these merry-makings. So, the team of “Kanchi” celebrated this festival of peace and harmony with the children of children of **Joyjeet Das Memorial School**, making their Christmas more special.

“The daily soap “Kanchi” which recently completed its 100 episodes has gained immense popularity within a very short span of the telecast. The main protagonist of the serial, ‘Kanchi’ played by Kathakali Chakraborty has been immensely accepted by the viewers especially the children. In the story plot, where the lead character with her distinctive accent and the funny roadshow games that she plays to entertain the tourists is very much loved by the children. Hence it was our effort to make this Christmas Carnival a special affair for some of the under-privileged children and bring smile on their faces and shower them with affection, care and joy,” said **Ms Eshita Surana Poddar & Ms Priyanka Surana Bardia**, **Directors, Aakash Aath**.

The day’s celebration was an amazing social endeavour by the **Directors of Aakash Aath and the Team of Kanchi**. Celebrations acquire a new meaning when it is celebrated with sharing and caring in mind.

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 programs, including news bulletins (Aakash Barta), catering to audiences 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), Hoytoh Tomari Jonno (an anecdote of pure Love & Romance), Kaanchhi



(a tale of a highland girl), Ekir Mekir (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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