

Press Release

Zee Bangla To Introduce "Mithijhora" – An ode to Sisterhood, Sacrifice & Strength

Kolkata, 23rd November, 2023: Zee Bangla, one of the leading Bengali Entertainment Channels, will be introducing a new mega show, **Mithijhora**, a story of sisterhood starring **Aratrika Maity, Debadritra Basu, Swapneela Chakraborty** in the lead, produced by **Arka Ganguly** of **Organinc** starting from **27th November, 2023**. This mega serial promises to take the audiences on an emotional journey focusing on the sacrifice of an elder sister, strength & unbreakable Family Bond.

Mithijhora tells the story of Raipurna, played by Aratrika, the eldest daughter in a middle-class family. The day of her engagement brings tragedy when her father's failing health is revealed, completely upending her worldview and changing the trajectory of her life. In a selfless act of sacrifice, Raipurna courageously surrenders her own dreams to shoulder the responsibilities of her family as the sole breadwinner and caregiver for her sisters and her ailing father.

"**Mithijhora**, through the intricacies of familial love and sacrifice, stands as a resounding testament to the resilience of women and the indomitable bonds that intricately weave families together. This show beautifully explores the strength of women, portraying how their sacrifices contribute to the fabric of enduring family connections. It goes beyond conventional storytelling, offering a nuanced exploration of relationships and the profound impact of love and sacrifice on the human experience," articulated **Mr Samrat Ghosh, Chief Cluster Officer - East, Zee Entertainment Enterprises Limited**.

"The story is an ode to the strength that a Bengali woman carries inside her, the strength to stand up for her family when it matters the most which often leads to a great deal of sacrifice. **Raipurna's** journey is a testament of resilience, selflessness and love. The narrative and the character construction mirror a relatable take on the lives of the everyday woman of Bengal. Along with that this story embraces the sweet and warm theme of sisterhood. I hope that the audience will warmly embrace this show and make it a part of their lives," said **Ms. Navnita Chakraborty, Business Head, Zee Bangla**.

To enjoy the story, laced with power-packed performances, watch '**Mithijhora**', directed by **Baboo Banik &** creatively led by **Arabinda Dasgupta**, from **27th November, 2023**, every **Monday to Friday at 9:30 pm** only on Zee Bangla.

About Zee Bangla:

Zee Bangla is an Indian general entertainment pay television channel broadcasting in the Bengali language. It is owned by the Zee Entertainment Enterprises. It is the first Bengali-language satellite television channel in India, which officially commenced broadcast on 15 September, 1999. The channel was first launched as Alpha Bangla which was later renamed to Zee Bangla on 28th March, 2005. The channel launched its HD version on 20th November 2016.

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