

## Sony SAB presents an all - new 'Shrimaan Shrimati Phir Se'

### Press Release:

**Mumbai, March 12, 2018:**

Sony SAB is all set to create ripples in the entertainment genre with its fresh take on the 90's superhit comedy series 'Shrimaan Shrimati' by presenting it in a new avatar titled '**Shrimaan Shrimati Phir Se**'. This new series will be directed by the renowned director Rajan Waghdhare, who also directed the original sitcom on Doordarshan (1994). While the plot of the series remains the same, the iconic characters from the show will be brought to life with an all new ensemble cast featuring **Barkha Bisht** as *Prema Shalini* a.k.a *Doll*, **Suresh Menon** as *Dilruba Jarnail Singh Khurana* a.k.a *Dil*, **Samir Shah** as *Keshav Kularni* a.k.a *Keku* and **Sucheta Khanna** as *Kokila* a.k.a *Koki*. The show has been produced by Happii Digital (a company of Sri Adhikari Brothers Group). **Shrimaan Shrimati Phir Se** will premiere Tuesday, 13<sup>th</sup> March 2018, Monday to Friday at 7:30p.m. Only on Sony SAB.

Based on the premise of 'Love thy neighbor', the story revolves around the lives of two neighbours, where the men have a soft corner for each other's wives and try their best to impress them. This leads to many awkward and hilarious situations as their hopeless and relentless attempts add to the humour quotient of the sitcom. The yesteryear hit show that previously aired on Doordarshan featured a stellar cast comprising Jatin Kanakia (Keshav), Rakesh Bedi (Dilruba), Archana Puran Singh (Prema) and Late Reema Lagoo (Koki) in lead roles.

In its refreshed contemporary version, the main character of Keshav Kulkarni is played by Samir Shah, a man who is argumentative, flirtatious and suspicious. Keku ji as he is popularly called, criticizes everyone including his wife, son, boss and his neighbor Dilruba. However, he is in awe of his neighbour's wife, the actress Prema Shalini played by Barkha Bisht and is love-struck when around her. His wife Kokila is a demure, sophisticated, smart and straight-forward homemaker. Her 'sanskaari' beauty cannot keep admirers at bay, especially their neighbour Dilruba, enacted by Suresh Menon. Sucheta Khanna takes inspiration from the Late Reema Lagoo to play this delightful character.

Prema Shalini is a popular Bollywood actress and speaks with a classy accent. Always looking glamorous in her western designer outfits, she represents the diva that most women aspire to be. She enjoys the undivided attention from Keshav, but also dislikes him for being an uninvited guest at most times. Dilruba Jarnail Singh Khurana, is Prema's submissive husband who is a homemaker and effeminate in nature. He is very fond of Koki and according to him she is the epitome of an ideal housewife and uses every opportunity to meet her at her house.

### Comments:

**Mr. Neeraj Vyas, Sr. EVP & Head, Channel SAB and MAX cluster of channels**

**"In line with Sony SAB's belief of 'Haste Raho, India', we bring to you a refreshed version of a classic TV series that brings back the same high-level comedy that made it a cult favourite, served with some new age flavours. Pure comedy never goes out of style, and that holds twice as true for a timeless show like Shrimaan Shrimati. In its all-new avatar, Shrimaan Shrimati Phir Se is packed with nostalgia, as an ensemble of versatile actors bring alive unforgettable characters in a contemporary setting. Waiting in the wings, this retelling of a classic is all set to entertain viewers all over again."**

**Tune in to Shrimaan Shrimati Phir Se premiering Tuesday 13<sup>th</sup> March 2018,**

**Monday to Friday at 1930 hours, only on Sony SAB!**



**Cast Details:**

**Kokila Kulkarni (Koki) – Sucheta Khanna**  
**Keshav Kulkarni (Keku Ji) - Samir Shah**

**Prema Shalini (Doll) - Barkha Bisht**  
**Dilruba Khurana (Dil) - Suresh Menon**

**About SONY SAB:**

Launched in March 2005, SONY SAB is part of the network of television channels owned by Sony Pictures Networks India Pvt Ltd. With a mission to 'flip every frown, upside down', and a core brand proposition of 'Haste Raho, India', the channel strongly believes in spreading laughter and happiness. SONY SAB, with its impressive line-up of fresh programs and light-hearted content ranging from daily family comedy to path breaking concepts is dedicated to promoting an enjoyable 'family-viewing' experience. Its current programming mix includes Tenali Rama, Taarak Mehta Ka Ooltah Chashmah, Sajjan Re Phir Jhoot Mat Bolo, Partners – Double Ho Gayi Trouble, Saat Phero Ki Hera Pherie and Jijaji Chhat Per Hain. SAB launched its HD feed in 2016. The channel is broadcasted nationally and is available in more than 100 million households in India and internationally in more than 150 countries reaching over 25 million households.

For more information, log on to: [www.sabtv.com](http://www.sabtv.com)

**About Sony Pictures Networks India (SPN)**

Sony Pictures Networks India (SPN), is a subsidiary of Sony Corporation which owns and operates the Sony Entertainment network of television channels.

SPN comprises 31 channels including Sony Entertainment Television (SET and SET HD), one of India's leading Hindi general entertainment television channels; MAX, India's premium Hindi movies and special events channel; MAX 2, another Hindi movie channel showcasing great India Cinema; MAX HD, a high definition Hindi movie channel airing premium quality films; WAH, the FTA channel for Hindi movies; SAB and SAB HD the family-oriented Hindi comedy entertainment channels; PAL, a genre leader in rural Hindi speaking markets (HSM) showcasing the best of Hindi general entertainment and Hindi movies from SPN's content library; PIX and PIX HD, the English movie channels; LePlex HD showing critically-acclaimed Hollywood films; AXN and AXN HD, the action and adventure-oriented English entertainment channels; Sony BBC Earth and Sony BBC Earth HD, the premium factual entertainment channels, Sony AATH, the Bangla entertainment channel; MIX a refreshing Hindi music channel; ROX HD, a channel for contemporary Hindi music; YAY!, the kids entertainment channel; Sports Network comprising 11 sports entertainment channels – SONY SIX, SONY SIX HD, SONY ESPN, SONY ESPN HD, SONY TEN 1, SONY TEN 1 HD, SONY TEN 2, SONY TEN 2 HD, SONY TEN 3, SONY TEN 3 HD, SONY TEN GOLF HD; SonyLIV - the digital entertainment VOD platform, SPN Productions, the networks' film production arm and Sony Pictures Networks Distribution Pvt Ltd. (SPND) that distributes the networks television channels across different genres and languages through multiple content delivery platforms. SPN reaches out to over 700 million viewers in India and is available in 167 countries.

The network is recognized as an employer of choice within and outside the media industry. SPN is a recipient of several awards, including the 'Aon Best Employers India' Award in the 2017 edition in recognition of SPN's unique workplace culture and exceptional people practices, consistently ranking amongst India's Top 10 Companies with Best Health & Wellness Practices by SHRM & CGP Partners, listed by Working Mother & AVTAR as one of the 100 Best Companies for Women in India in 2017 and adjudged one of India's Great Mid-Size Workplaces for its distribution business by the Great Place To Work® Institute in the 2017 edition.

Sony Pictures Networks India Private Limited is in its 23<sup>rd</sup> year of operations in India. Its subsidiaries include Sony Pictures Networks Distribution India Private Limited, MSM-Worldwide Factual Media Private Limited, MSM Discovery Private Limited, Taj Television (India) Private Limited, Aqua Holding Investments [Pvt.] Ltd., and Bangla Entertainment Private Limited.

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