

Paresh-Swaroop launches 'Teen Bahuraaniyaan'

Actors Paresh Rawal and Swaroop Sampat have launched their production company Playtime Creation's TV serial 'Teen Bahuraaniyaan', a daily soap that will premier March 26 on Zee TV.

'Though it is another 'saas-bahu' saga but it is from the point of view of contemporary daughters-in-law, who have entered a new family after marriage,' Swaroop Sampat told IANS in a press conference here Thursday.

Set against the backdrop of Gujarat, 'Teen Bahuraaniyaan' is a story of three daughters-in-law, from different backgrounds, married in a traditional Gujarati family and their struggle to establish their identities.

The daily soap boasts of simplicity and packaging as its major attractions.

'Since we can't make 'Tamas' or 'Mirza Galib' it is a necessity to make a family serial. But I have to do some quality work. In this serial you will find that complex situations are highlighted with great simplicity,' said Paresh Rawal.

'If you notice the trend you will find that all hit movies possess great packaging. Similarly, the packaging of this serial is also excellent,' he added.

Talking about the series, Ashvini Yardi, programming head Zee TV, said: 'We always take up topical and relevant subjects in our shows. Be it Saloni from 'Saat Pher', Vidya from 'Dulhann' or Lakshmi from 'Betiyan' the protagonists have a purpose. This new series will also deal with the struggle of a new daughter-in-law in a new household. Viewers will be able to identify themselves with the theme.'

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