

## Siddharth Basu back with Bollywood quiz show

Siddharth Basu, the pioneer of television quiz shows in India, is back with new show 'Bollywood Ka Boss', grilling participants with questions related to the Hindi film industry.

The show, being telecast every Sunday on Sahara TV's movie channel Filmy, is the first of its kind and went on air Jan 6. Boman Irani, who shot to fame with his role in the hit comedy 'Munnabhai M.B.B.S' in 2003, is the host.

The actor is upbeat about hosting the show.

'I am an ardent fan of the Indian film industry. 'Bollywood Ka Boss' has given me a chance to live my passion. Working with Siddharth Basu and Filmy has added a lot of value and has been a great learning for me,' Boman said in a statement.

'A lot of research has gone into creating a show with this format. Boman is a big plus for the show, what with his love for Bollywood and his huge fan following,' Basu added.

As many as 240 contestants were short-listed to compete for the title 'Bollywood Ka Boss', along with a grand prize of Rs.5 million.

Shailesh Kapoor, the business head of the channel, felt that 'Bollywood Ka Boss' would be a profitable venture. He hoped that the unique format programme would draw a large audience.

'The show fits perfectly into the brand image of Filmy. The channel revolves around Bollywood, enjoying and living every aspect of Hindi cinema. The content of 'Bollywood Ka Boss' is interesting and thus very addictive. I'm sure it'll have a large share of dedicated and addicted viewers. We are looking forward to a positive response.'

After Sony, Zee and STAR, Filmy, which usually showcases Bollywood blockbusters, is endorsing reality shows, which have become money-spinners.

Filmy's first reality show was 'Bathroom Singer', judged by Bhojpuri superstar Ravi Kishan and singer Shibani Kashyap.

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