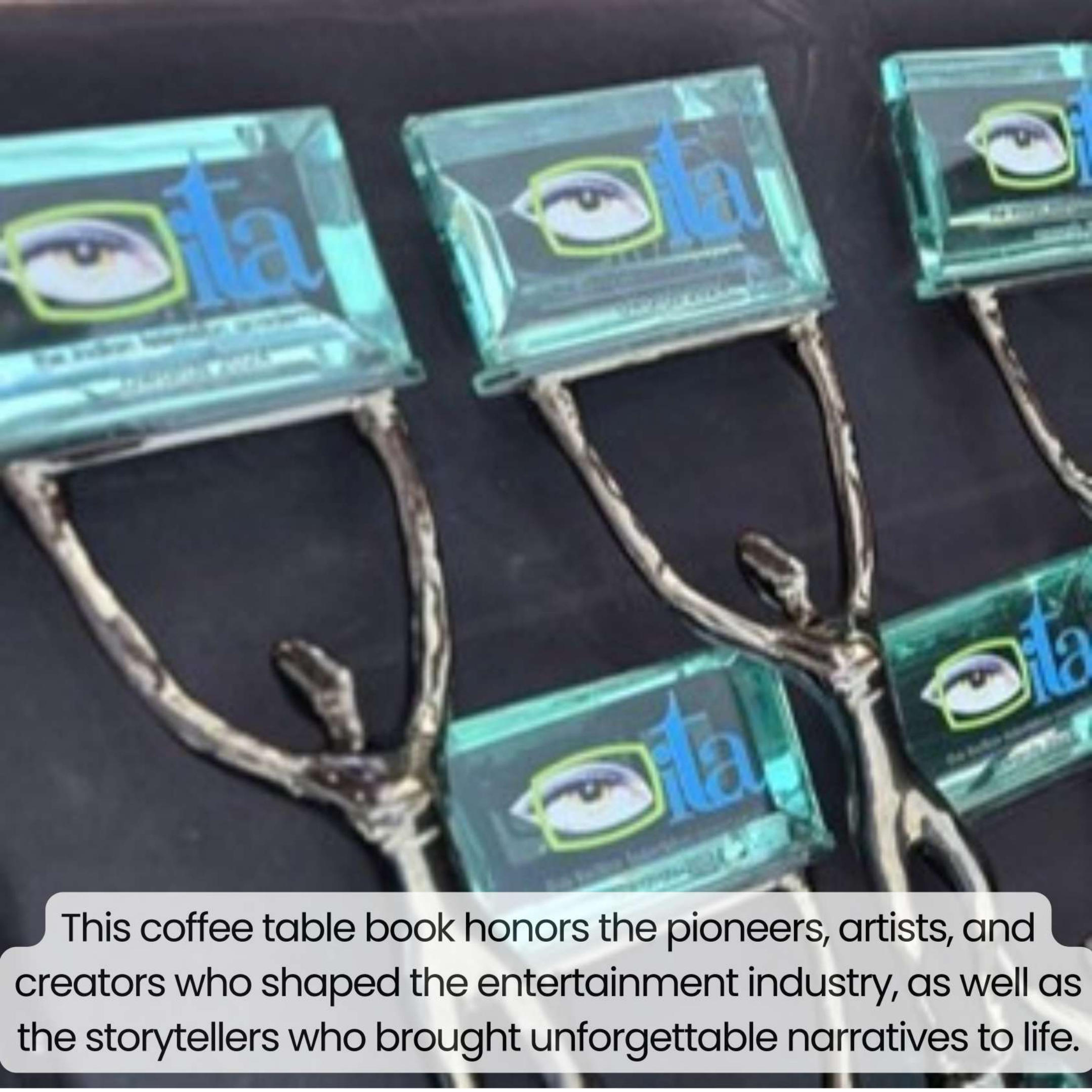
the indian television academy

COFFEE TABLE BOOK

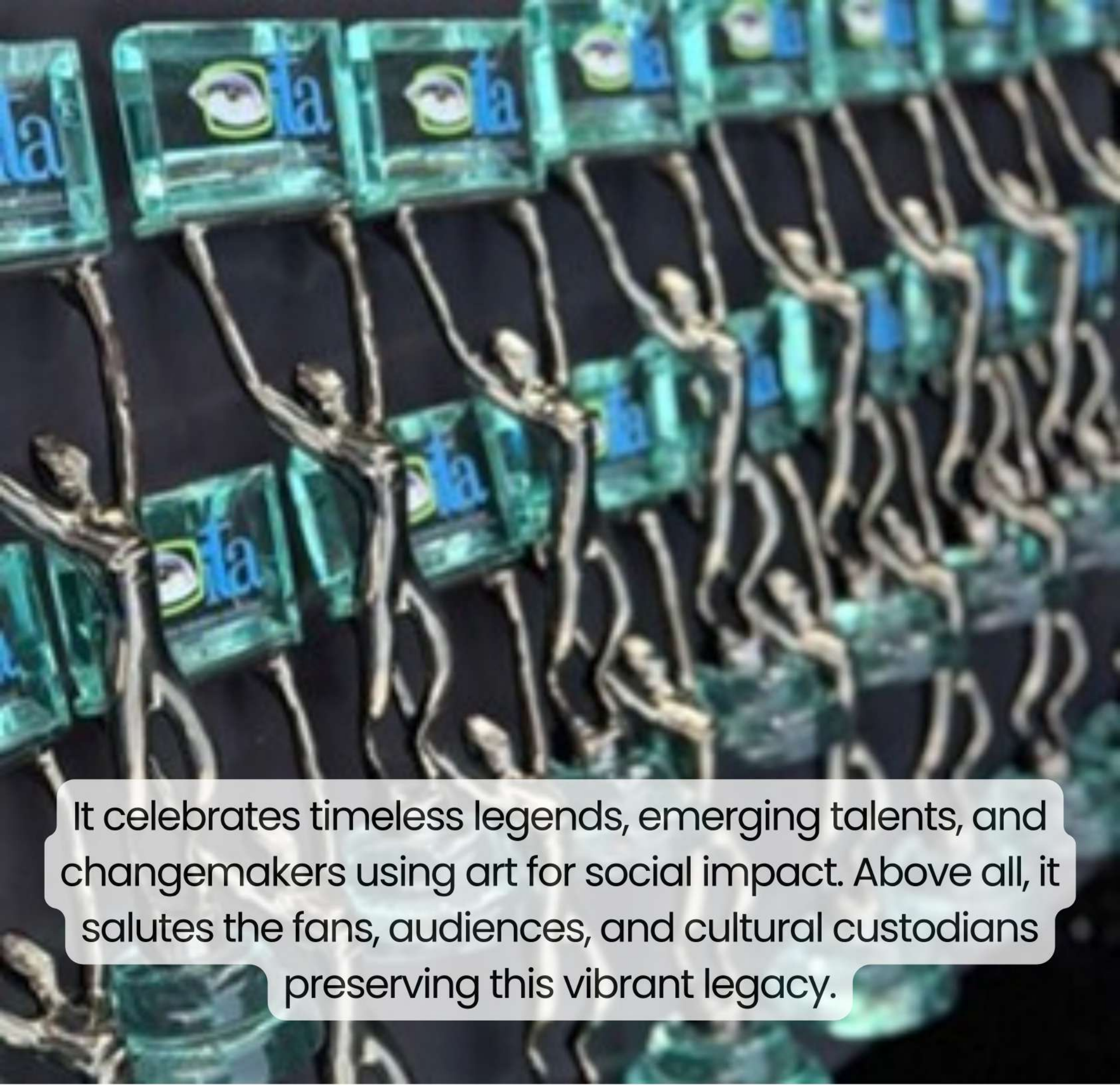
since 2001



Marking 25 Years of Excellence—Together!



This coffee table book honors the pioneers, artists, and creators who shaped the entertainment industry, as well as the storytellers who brought unforgettable narratives to life.



It celebrates timeless legends, emerging talents, and changemakers using art for social impact. Above all, it salutes the fans, audiences, and cultural custodians preserving this vibrant legacy.

from the desk of anu ranjan - president the ita

It started out as just another daydream, I walking on the beach with my head in the clouds when the idea of creating something like The Indian Television Academy was first conceived… This brainchild of mine was soon born and rapidly started to take shape… This year my creation turns ten and like any creator I am so proud and overwhelmed by what it's developed into… I can't get enough of just watching it grow.

The last decade has seen the Indian television industry and fraternity grow unimaginably in status and stature. The programming executives, the creative thinkers, the actors, the writers, the directors, have worked 24x7 to provide infotainment to millions of homes in this vast country! Ten years ago, in July, we decided that it was time that the force behind the largest entertainment medium of this country was duly recognised & given credit for all that they tirelessly do and that's what got The Indian Television Academy (The ITA) started.

A groundbreaking & significant movement at the time, The ITA brought together and galvanised the entire TV workforce in the country and launched the first ever television awards event (The ITA Awards). Highly successful & highly acclaimed, the event is presently in its 10th. year. Over the years, this event has recognised & rewarded excellence in all aspects & spheres of the Indian television industry.

The ITA also worked and excelled in other areas of this industry by organising seminars & workshops & symposiums concerned with all aspects of the Indian television industry, once again enabling interaction amongst the disparate quarters of the Industry for the first time.

And finally, The ITA started to publish your favourite monthly television magazine. GR8! TV Magazine was launched with great fanfare and style in 2003. This publication continued the struggle towards cementing the entire TV Industry into one cohesive whole. It held up & upheld the first ever mirror for Television, reflecting all its glory and glitz. Currently in its 8th year, GR8! TV Magazine is the highest selling Indian Television magazine in the country today! And the rest my friend, as they say, is all history!

But, before I conclude, I have to say that none of my imaginings would have turned out the way we hoped & envisaged if it wasn't for the constant & endless support of all our friends & associates in the television industry. I owe it all to you and I could never have gotten to where we are today if it hadn't been for that support.
A big, BIG thank you to you all, from the very bottom of my heart…
May all your dreams come true too!

And the journey continues… for the only 7 Star industry providing service to billions world wide…





from the desk of shashi ranjan - convenor the ita

Dear Friends:

It seems like just yesterday when we started the journey of The Indian Television Academy with you. But now, taking stock, it comes to us that it has been a whole 10 years of our bonding with the TV fraternity. In this, we have striven to initiate concerted endeavours to enhance the stature of Television in the country.

Today we are proud to continue celebrating the glory of Television and on our 10th anniversary, we are coming out with a definitive, first ever coffee table book, looking at the growth of the medium through 100 apex personalities, who have shaped its destiny from time to time.

Not so long ago, TV was held as a poor cousin of Cinema, but in the past decade, it has burgeoned forth to phenomenal growth and become a giant industry in the entertainment world, getting bigger than even the big brother, Cinema. Just look at the total new content created every year by only three of the General Entertainment Channels, Star Plus, Zee TV and Colors is 6,000 hours, which is 15 times more than the content churned out by the entire Hindi Films Industry that produces around 120 Movies per year.

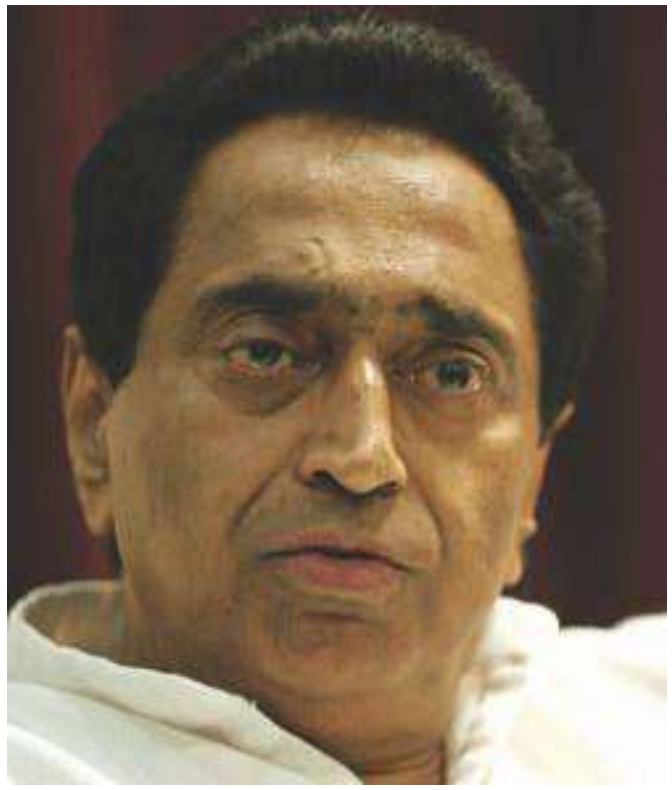
Furthermore, while an all time record-breaking film like 3 Idiots could reach around 30 million viewers in its first week, TV reaches a mind-boggling 450 million people (IRS, All India, CRS).

So here we are coming out with an ode to Indian Television through this pioneering document. This is our humble tribute to all those who have made it a force to reckon with.

Happy reading:



Shashi Ranjan



honorouble shri kamal nath

सड़क परिवहन एवं राजमार्ग मंत्री
भारत
MINISTER OF ROAD TRANSPORT & HIGHWAYS
INDIA

MESSAGE

It is heartening to learn that The Indian Television Academy (ITA) has completed 10 years of service to the TV-fraternity and is celebrating the occasion on 17 July 2010 at Mumbai.

As India continues to be counted amongst the fastest growing economies in the world, we need to ensure that the fruits of development and progress are shared equally - both regionally and individually. It is with this objective that the government has re-dedicated itself to ensuring 'inclusive growth'. Members of the Fourth Estate have a significant role to play in this. It is heartening to see that the Indian media has risen to the occasion and is doing great service to nation building.

Over the last decade the ITA has played a commendable role in galvanising the TV workforce and in incubating greater professionalism in the industry. Seminars and other interactions organised by the ITA have focused on keeping the Indian TV industry abreast of the technological advancements.

I wish the ITA success in its endeavours and its members a prosperous future.

(KAMAL NATH)



tale of the ita

The Genesis…

The scarlet disk of the setting sun was just about to touch the agitated waters of the Arabian sea, which was apparently edgy in the high tide. And Mumbai looked awesome! The enormous edifice of the Gateway of India towered above you in utter majesty and bang opposite it stood the magic of the Metro called, the Hotel Taj!

It was abuzz with activity as soon enough, yet another night of sizzle and splendour was going to unfold therein.

But halt! It was not a 'yet-another-night', today – it was different… it was special!

And that special touch was in its Crystal Room, the glitzy hub of many an upper-crust event in there. Today, it stood to witness an occurrence that was like history in the making – particularly for the world of Television that had hit the orbit of entertainment in the country like a meteor.

Once dismissed as a poor cousina of Cinema, Television was burgeoning forth to a phenomenal growth and to tower above one and all in the showbiz. What was happening in the Crystal today was a salute to that phenomenon and a pledge to bolster it up in every conceivable way.

So while the calendar read– the 18th of July, 2001 and the arms of the clock were forming 6.30 pm, a dream, a mission, an obsession was getting ready to be sculpted into reality in those plush surroundings!

The 'obsession' belonged to a twosome who had the eyes to crystal-gaze into an emerging Polestar on the horizon of Indian entertainment industry! Anu and Shashi Ranjan, bonded in marriage and blessed with the same mindset like two peas in a pod, were the ones who could read the tarot-card of Television and foresee its absolutely unstoppable juggernaut barging into the hearts and homes of zillions all across.
Not many were ready, though, to buy their premise at that point of time!

To these sceptic wise guys, TV was always to remain an 'also-ran' in comparison to Cinema. They were amused no end by the flights of fancy of this dreaming duo, who seemed to them as hallucinating about a storm where there was none.

Still, the dreaming duo dreamt on with the tenacity that was baffling to many. Why were they saying what they were saying?

Well, thereby hangs a tale!

An FTII alumnus in Acting, Shashi had his brush with Films that left him disillusioned because of a chaotic, ad-hoc and utterly chancy work-ethos therein. It was all about Godfathers, Star-sons and shots after shots in the dark therein. Crestfallen at the Politics of the film world, Shashi looked elsewhere for an outlet of his creative urges. It was the time when Television was just raising its hood over the canvas of entertainment here. The immediacy, the connect and the impact of the medium fascinated Shashi no end and he marvelled at the way TV characters were becoming household names all over.

He would often talk about it in the industry circles only to be shot down by the self-appointed know-alls, who just were not ready to imagine TV as being of any consequence at all for the viewers.


vilasrao deshmukh


anu ranjan


shashi ranjan


shatrughan sinha

But no diehard doubting Thomas could cut any ice with Shashi. His faith in Television as the medium of tomorrow kept on growing by the day.

And then something happened that just cemented it once and for all!

Time took a turn…Anu shifted from US to India and destiny drove her to Shashi. The two lost no time in entering the nuptial bond. Next they knew, they were in the throes of building a home for themselves, the uppermost of which was to get a suitable Bai to do the household chores.

After running helter-skelter for quite a while they ran into one who seemed bang on for the job. She carried good references, was sturdy, keen and clean in appearance to their utmost satisfaction. Also, she was amenable and agreeable to whatever they were offering her in terms of wages, working hours etc. They thought they had achieved the biggest feat of life in the Metro – a good Bai.

Suddenly, she threw a rider onto them –'Pan TV hai ghar mein?' (Is there TV in your home?) Actually, the one for the living room had been ordered but not delivered yet. 'Er, we have, but why do you ask?' stuttered Anu. 'Dekko, Memsaab', Bai pulled a face, 'bedroom mein hone se nai chalega… ek TV iddar hona maangta drawing room mein aur apun ko permission bi hona 'Zhee, Shtarr, Shony dekkne ka karke! Nai toh apun ko tumaara kaam naich karne ka!'(It won't do to have one in the Bedroom. There has to be one here in the drawing room, too and I be allowed to watch Zee, Star, Sony etc. Or else forget about my working for you!)

Trivial? Not for Anu and Shashi - it wasn't!

It actually set them thinking! TV as a precondition for accepting a job? The Bai was ready to compromise on anything – wages, work, leaves – but not on TV! What was happening here? There was certainly more to it than mere triviality. Wasn't the Bai a micro representation of the country's hoi-polloi, the Aam Janata and the common Indian mindset? If TV had become so important to her life, the same must have been the case with the Indians at large!

Now there was no stopping the duo to do what they had been yearning to do for quite a while. Inching closer and closer in their interface with the world of the Small Screen, they started getting abreast of the problems besetting the medium.

Yes, Television had arrived but still not settled. Its various sectors were working as islands, be it the Producers, Technicians, Broadcasters, Spenders or whoever and whatever else. There was nothing cohesive in its working ethos and that led to a barrage of bickering and bad blood amongst the industry.

The crying need of the hour was to create an umbrella under which all these disparate sectors could be gathered as a single, cohesive whole. And Anu & Shashi decided to pick up the gauntlet and fill that lacuna.

That's how they envisioned The Indian Television Academy that was to be a canopy for the entire TV-fraternity. With fiery zeal, bordering almost on frenzy, they set out to realise their vision.

The road ahead, they found, was rough, rutted and rocky. There was a lot of cynicism prevailing in there and the dream of a cohesive fraternity of Television was summarily


neena gupta


mahesh bhatt


javed akhtar


shekhar suman


manmohan shetty with shashi ranjan & vilasrao deshmukh


prem kishen


siddharth kak


ravi chopra


zarina mehta

dismissed as nothing but a pipe-dream. 'Oh, come on, yaar!', drawled they, 'Whaddya think you are doing? Who's interested in a Television Academy or the so-called TV-solidarity?'

It could have dispirited the best of 'em – but not Shashi and not Anu, either. Zealous to a fault, they were just not the ones to throw in the towel.

They persisted and how! Extensive discussions were held with Producers, Directors, Channel honchos and what have you. Anybody who was somebody in the industry was prevailed upon that the need of the hour is to turn the industry into a fraternity.

At last! Persistence paid and 'Ayes' to the endeavour started outnumbering 'Nixes'! People fell in line and joined the caravan that, today, was reaching its first milepost at the Taj!

The chandeliered splendour of the Crystal wore a festive look. The launch was to be covered extensively by the Print & Electronic media. A large dais was put up on which the distinguished Governing Council of the Academy was to give the 'We are the World' kind of a clarion call to the fraternity.

The evening was to be presided over by the CM of Maharashtra, Vilasrao Deshmukh. Besides him, there were hordes of celebrities who had pledged support to The ITA and promised to be with it at this momentous occasion. But there were problems! The venue was actually poles away from the largely suburbs-based fraternity and it was indeed a tough ask for them to reach in time, wading through the snarling traffic.

'Will they?' 'Won't they?' were the questions welling up in the eyes of a black-jacketted Anu and the dapper as ever Shashi in a striped blue suit with red tie, knotted elegantly.



Also, in an industry where keeping a word is more of an exception than rule, you just couldn't say what would happen here finally? 'Will they?', 'Won't they?' were perhaps the only words echoing in the hush that had fallen over the place after the last bit of arrangements had been checked and rechecked. The clock was tick-tocking mercilessly and its arms were thrusting ahead like rapiers.

And then it happened!

Looks like fiction today, but really as the clock struck 7:55 (five minutes before the scheduled time), they started trooping in… Mahesh Bhatt, Ravi Chopra, Javed Akhtar, Siddharth Kak, Manmohan Shetty, Neena Gupta, Shabana Azmi, Ranjit, Akbar Khan - to name just a few. The world of Television had arrived in full force there and from Star's honcho Peter Mukerjea to







top-notch Directors, Writers, Actors were all there at the nick of the time!
Besides, the Chief Guest, CM Vilasrao Deshmukh was in time, too and so was the redoubtable Shatrughan Sinha (friend, philosopher and guide to the Ranjan's), who, today, shattered the myth of the 'ever-late-Shotgun' and was beaming in his seat – as they say – on the dot!

The shutterbugs flew into frenzy and the glitterati rubbed shoulders with each other in that hustle and bustle, while the proceedings started at the podium.

Shashi Ranjan, with his signature flair and flourish, took to the mike and eloquently expressed the entire vision of the Academy. There were others to take it further like Shatrughan Sinha, who averred that the Academy would become the breath and lungs of the industry.

Mahesh Bhatt was his typical thundering self as he stressed on TV being the future of entertainment in the country and the Academy being a significant part of that future. CM Deshmukh declared that he was one with the vision of the Academy and it could count on him for whatever support it may need at the governmental level.

And all ears were in rapt attention when Anu rose to speak and extensively dwelt upon the complete design of the future activities of the Academy. She also proposed a vote of thanks to the entire TV-fraternity for reposing its trust and goodwill in
The ITA!

Finally, after the heavy vocals were over, unbounded josh and jests took over!

In no time, the air swaung and swayed with abandon of those present. With glasses in hands, spring in their gaits and glint in their eyes, the band of beautiful people chirped on to their hearts' content. So while from one corner you could hear the boisterous guffaws of Shatrughan Sinha, from the others, the chuckles and chortles of the likes of Shabana





antakshari team





priya tendulkar



renuka shahne & siddharth kak



office office team



kiran kumar

azmi, Shekhar Suman, Ranjit and Akbar Khan were equally booming as well!

You found Javed Akhtar in his elements, bantering to glory with any and everyone who came in his sight and even an otherwise stiff-upper-lip Manmohan Shetty breaking into titters at the crackers of Shashi's, not to forget the irrepressible Shekhar Suman having a field day with his thigh-slappers.

An aura of genuine joy was all over the place and really, it could have been no different. The ecstasy in the glitterati gathered there sprang from the heart at the formation of the Academy…
At last, Television had a canopy, today…!

Indeed, how crucial was it to the medium... the last decade stands testimony to that! It has been a decade of dare, dreams and dedication on the Academy's part. The ITA has lit many a torch, touched many a milepost and weathered many a storm in its role of a Yeoman for the TV-fraternity. Today, it can be said that The ITA and TV have become synonyms of each other!

The Mileposts…

Mileposts have been many and marvellous in The ITA's journey of 10 years and it would be only pertinent to talk about some of them here…

'On Television' – The ITA Seminar

One platform, one assembly, one mission – such a happening was unheard of in the TVdom. But it happened – and how! The platform was The ITA's, the assembly was that of the TV-fraternity and the mission was 'Mission Television'!

The ITA would go on to be true to its word that it would make a fraternity out of an industry of disparate sectors. And today, at this launch the Academy was passing through the litmus test for the same and for the world to see.


kyunki saas bhi kabhi bahu thi team

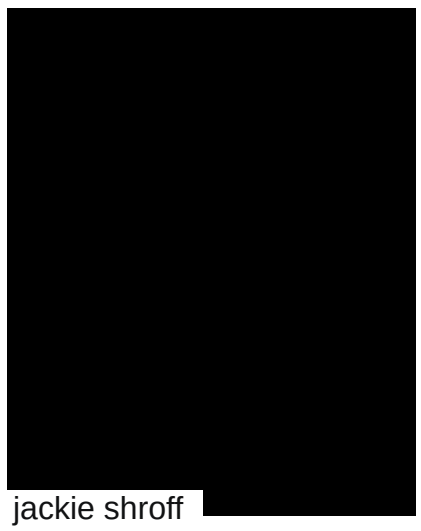

mukesh khanna


poonam dhillon


archana pooran singh & parmeet sethi


javed akhtar


music channel vj's


jackie shroff


divya dutta


mehendi tere naam ki team

On 12th April,'02, The ITA orchestrated a symphony in which Television resonated with one Sur as never before. The Academy rallied together Producers, Directors, Actors, Writers, Technicians, Broadcasters – you name it... and sent them in a huddle to thrash out the grievances and heal the heartburns that had been welling up because of the innumerable irritants arising out of utter non-communication amongst them. Come to think of it, no one was talking to no one! Each gripe and each grouse kept boiling in separation as the entire industry was working as a cluster of islands.

With one stroke The ITA undid that! It prevailed upon the fraternity that it is absolutely imperative for them to go into a huddle from time to time. Unprecedented, unparalleled and unmatched, The ITA Seminar was an avant-garde endeavour that sought to bridge the chasms and usher in a one-industry-one-fraternity era!

And the response to its call was electric!

Held at the Über de luxe ITC Grand Maratha Sheraton and spread over two days, it mustered the presence of those who mattered in the various disciplines of the industry.
The spectrum of topics touched all conceivable planes, like, 'What Ails Indian Television?', 'Mediocre Fare – Who's Responsible?', 'How To Counter Pilferage Of Ideas?', 'Intellectual Property Rights', 'What It Means To Be A TV-Actor?', 'Crisis of Confidence Between Channels and Producers', 'Producers Versus Technicians', 'Holistic Welfare Of TV Artistes'… and so on!

And to scrutinise the issues microscopically, there were worthies like Anil Baijjal (CEO, Prasar Bharti), Amit Khanna (President, Film Producers' Guild), Ravi Chopra (BR TV), Ajai Sinha (Ananda Flims), Prem Sagar (Sagar Arts), Zarina Mehta (UTV), Siddharth Kak (Cinevision India), Raman Kumar (TRA Cinema) and others representing the behind-the-screen band and Rohit Roy, Deepak Tijori and Ruby Bhatia, (who also emceed the event), holding a brief for the artistes in the TVland.



channel [v]- vj's



malika arora khan



simone singh

The ITA Fraternity Song Credits:

Directed By: Ken Ghosh Written by the inimitable ***Javed Akhtar***
Music By: Shankar, Ehsan and Loy
Sung by: Shankar, Sunidhi, Shaan, Mahalaxmi , Radhika, Vijay

Cast: Achint Kaur, Anu Kapoor, Anupam Kher, Archana Puransingh, Aroona Irani, Asawari Joshi, Cyrus Broucha, Cyrus Sahukar, Deven Bhojani, Divya Dutta, Gaurav Kapoor, Hussain Kuwajerwala, Ishita Arun, Jackie Shroff, Jaya Bhattacharya, Javed Akhtar, Jiten Lalvani, Kanwaljit Singh, Kavita Choudhary, Keith Sequiera, Kim Sharma, Kiran Kumar, Kiron Kher, Mahesh Bhatt, Mallaika Arora Khan, Mansi Joshi Roy, Manoj Pawha, Mrinal Kulkarni, Mukesh Khanna, Naved Jaffery, Nikhil Chinnapa, Nikki Aneja, Pallavi Joshi, Pankaj Kapur, Parmeet Sethi, Poonam Dhillon, Priya Tendulkar, Purab Kohli, Rageshwari, Rakesh Bedi, Ranvir Shourie, Ravi Behl, Renuka Shahane,
Rohit Roy, Sakshi Tanvar, Sambhavana Seth, Sandhya Mridul, Sangeeta Ghosh, Sanjay Mishra, Sanjit Bedi, Shatrughan Sinha, Shekhar Suman, Shweta Kawatra, Siddharth Kak, Simone Singh, Smita Bansal, Smriti Z Irani, Soni Razdan, Sudhir Joshi, Sudhir Pandey, Sushma Reddy, Tuhina Vora, Urvashi Dholakia, Yudi

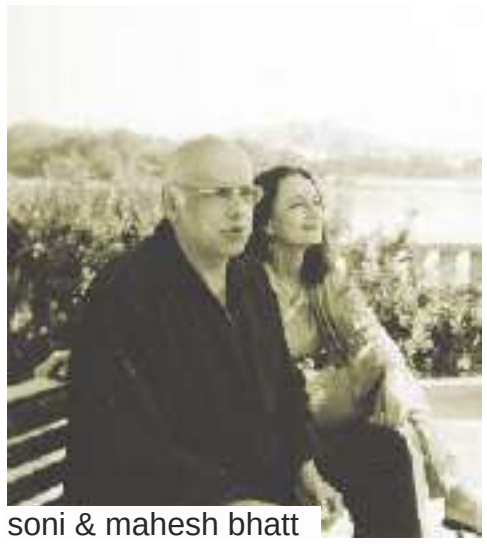
And while the topics were all profound, prickly, even ponderous, the discussions were far from being tedious. Wit was the order of the day and the talks were laced with dollops of humour, though never losing the central focus.
Rubi Bhatia epitomised that! Her talk was a cascade of one sparkling anecdote after another and she carried the evening with great aplomb. The house went into splits as she recounted an occurrence when a producer tried to cut her remuneration because a few lines of her dialogues had been cut. Some logic that!

Those two days were of dialogue, interaction and resolution! Different points of view were darted at one another and then there was genuine effort to reconcile the differences. Of course, it would be being too romantic to say that The ITA Seminar solved each of the problems facing the medium – but all the same, at least a beginning had been made by it to do that!

And the first step is what is critical – the journey just follows and the Academy had facilitated the fraternity to take that first ever step.


kahani ghar ghar ki team


shatrughan sinha


soni & mahesh bhatt


mrinal kulkarni

At the fag-end of the second day, after Anu had put in a valedictory word for one and all, glasses started clinking and broad smiles sparkled all around, while the chain of discussions carried on over Scotch and lip-smacking bites into a sumptuous spread!

The whopping success of this one of a kind Seminar led to more such endeavours by The ITA, whereby the fraternity was herded together to thrash one contentious issue or the other in a concerted effort - for instance, the issue of TRP's that measure the popularity or otherwise of a show. The issue has been contentious since its very inception – some swear by it and some hold it as highly suspect because, to them, it is preposterous to presume that a few thousand Peoplemeters could really reflect the viewing choices of a country of more than a billion.

The ITA took the first ever step to sift the grain from the chaff in these concerns. It brought the Tam honcho, L V Subramaniyam face to face with bigwig representatives of the Advertising and Broadcasting sectors that have a direct interface with the Ratings. So we had top-notch representatives and honchos of big time Spenders like Aloke Banerjee of Britnnia, B V Pradeep of Hindustan Lever Ltd., Mallikarjun Das of Asian Paints, Savitri Swaminathan of ICICI and Channel Chieftains like Tarun Katiyal of Star, Sunil Lulla of Sony and M V Kamath, CEO, Prasar Bharti and others of their distinguished ilk at the dais, deciphering with L V the enigma of TRP's.

And in the audience were the likes of Ajai Sinha, Vinta Nanda, Prem Sagar, Neena Gupta, Manjul Sinha and so on, locking horns with the TAM honcho over the issue and giving vent to the Producers' apprehensions about the currency.

The end-result was enormously illuminating! Once again, a first step was taken for the first ever time to clear the mist hanging over TRP's. And in the same vein, The ITA has continued initiating the First Steps that have been of paramount significance for the industry!

The TV-fraternity Song…

The ITA has always regarded the ushering in of a Fraternity feeling in the industry as its own 'Raison d'être', the core of its very existence. Each movement of theirs has always been a step further and further in that direction. That's how before embarking upon The ITA Awards that sought to embrace the A to Z of the industry, they hit upon a novel idea to showcase the camaraderie in the medium and its bond with the Academy.

They created a TV-Anthem, a Fraternity song that was an ode to the phenomenon of Indian Television. Composed by the nonesuch Javed Akhtar, set to tune by the maverick trio of Shankar-Ehsaan-Loy and directed by the trendy Ken Ghosh in his trademark snazzy style, the number, 'Har Ek Desh Ke Manzer…' was a stirring echo of the medium that resounded in the hearts and homes across the country, as it was beamed again and again on Star, Zee, Sony and what have you! It was quite a surprise (albeit most pleasant) to see a common telecast happening on all the channels

together for the first ever time. But what was really stunning was the participation of the fraternity in this venture – come to think of it, as many as 79 TV-personalities flocked in and emoted to the strains of that hypnotic ditty. It demolished all doubts, if there still were some, about The ITA having created an umbilical bond with the TV-fraternity!

Fraternity Watch…

The ITA has been a cementing force!

It has all the time tried to douse the blazes of discontent and resentment between the various units of the industry. In a field where tempers can flare at the drop of a hat and from intellectual property rights to financial transactions to human resources' exploitation, grievances run deep here to often create an impasse, detrimental to the work output.

To the best of its capacity, The ITA has always striven to solve one impasse after another with earnest persuasion. It has prevailed upon people in the profession to break the ice, to shed stern stances, to reach out to one another, so that all the gripes and grouses get allayed.

For instance, there was this situation between a channel and some of its producers, where The ITA used its shuttle diplomacy to good effect and finally brought everybody round the table. It involved compensations to the tune of crores and the Academy mediated therein to bring about a happy ending!

And that's what The ITA is – a helping hand to bond hands with hands in the TV world!

The Crowning Glory…

There is an old Indian saying – 'Jungle mein mor naacha, kisi ne na dekha!' (The peacock danced in the jungle, but who saw it?)

This 'seeing' is crucial for any art to grow. It's a crying need for any artiste to have his/her work accorded recognition. What is excellence if not appreciated? Accolades fulfil an artiste – they are elemental in his/her growth!

And this was a woeful lacuna in the world of Television. Loads of splendid work was being done on the Small Screen – Actors were turning in sterling performances… the Directors, Writers, Technicians were excelling themselves in their jobs… and yet, there was no platform to confer recognition and honour on them. There were Film Awards dime a dozen, but none for Television!

Once again, The ITA was the one who pioneered in creating that hour of glory for excellence on the canvas of TV in the country! In its first year itself, the Academy instituted The ITA Awards, an endeavour to bring into being the first ever Big Night of the Small Screen!

But it was easier said than done!


nikki Aneja


ishita arun




shekhar suman


sambhavana seth


saans team

An only Television Award had no precedent, no reference to bank upon. The vision of Anu and Shashi's envisaged it to be as big an extravaganza as they come. It was to herald the arrival of Television and it couldn't possibly cut corners and be done perfunctorily. It had to be in the same lane as those Film Awards in terms of pomp and panache.

But that meant big expenses and hence, it was imperative that it had a solid financial buttress, besides the unqualified trust and participation of the entire industry. When the word went around about The ITA's proposed endeavour, it met with loads of cynicism. To many, an exclusive TV Award was just a castle in the air... 'Who is interested in an only TV Award?' they smirked. They thought Anu and Shashi needed a reality check and pronto! Many gave them the Gyaan to make it a Films' Award, which might include some TV in it. But the two dreamers would have none of it. To them, giving the TV artistes and professionals their due was a mission and they kept on working on it like ones possessed.

And then there was a silver lining in the tunnel. By a stroke of destiny, as it seems now, they ran into Pawan Munjal, MD & CEO, Hero Honda and his trusted lieutenant, Atul Sobti. With impassioned zeal they mooted the idea of the TV Awards to them and for once, there was no dilly-dallying in the response. It was instant… and it was - 'Yes'!

Hero Honda was one of the biggest spenders on TV and they saw loads of sense in sponsoring a TV Award, particularly the one that carried the grandeur of Anu & Shashi's vision. So at last there was someone who was on the same page as them, totally and unreservedly!

With the sponsor on, the next big quest was for a TV channel that could telecast it and thereby, make it reach millions across the country. In this, Star Plus was the obvious choice, as it already had leaped to the top of the heap amongst TV channels and had countless eyeballs glued to it, day-in and day-out. The beaming of the Awards on it would have automatically meant millions being a witness to the glory of Indian Television! So with eyes glinting with hope, they knocked at the doors of Star and destiny smiled once again on the Academy and its two crusaders. Star's helmsman Peter Mukerjea, lost no time in giving them the nod!

With the two aces on their side, The ITA set out to create that historic salute to the Indian Television – The Hero Honda ITA Awards,2001! Finalising the form, format and other nitty-gritty of the Awards, they decided that in the Award-ceremony, only and only TV artistes will perform. The Film celebrities would be there as presenters of some of the trophies or just as guests at the ceremony, but they wouldn't be performing. That prerogative would be of the TV stars – period!

To many, it looked like committing commercial hara-kiri! Didn't they have to sell it for a telecast? Then, how could TVwaalas ever match the charisma of Film-stars and capture viewers' attention in the performances? Doesn't every TV-capsule of each and every Award Ceremony has big screen artistes performing and sending the viewers in a spin because of their starry sizzle?

Too many questions – but to Anu and Shashi they were all just a wastage of breath. They stuck to their guns and finally won over everybody, including the Channel, to go by their vision of the Awards as being of Television, by Television, for Television!

And thus The ITA set out to create the 'Big Night of the Small Screen' that has gone on to become the annual festival of joy for the entire TV fraternity!


kiran kher


rohit roy


rageshwari


rakesh bedi



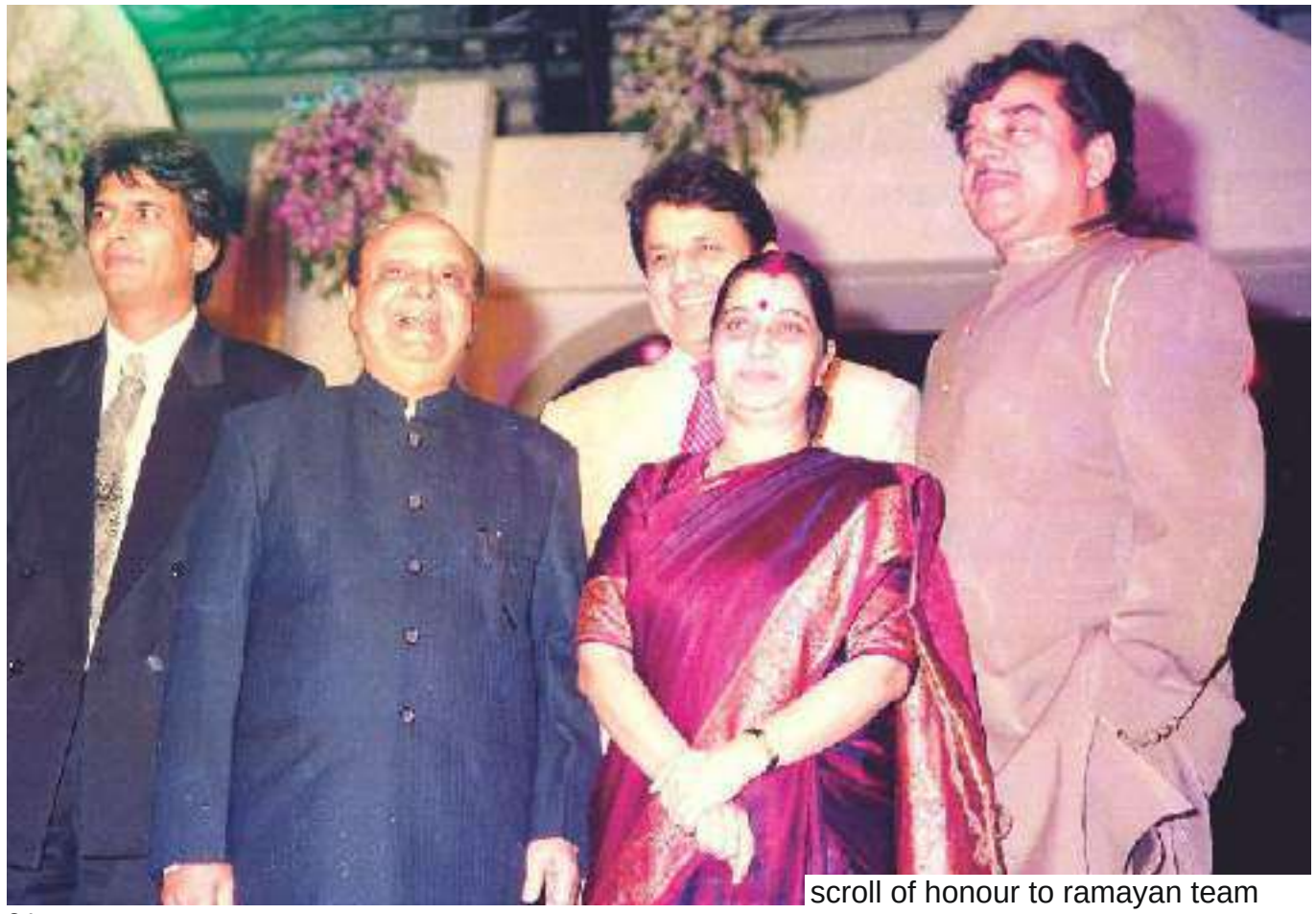
year 2001



anu ranjan & pawan munjal lighting the lamp



rajiv mehra



scroll of honour to ramayan team



adnan sami



scroll of honour to tara team



scroll of honour to humlog team



shashi ranjan



anupam kher with winner



namrata shirodkar, madhuri dixit & raveena tandon

The venue was the ritzy Renaissance hotel in Mumbai. In that huge conference hall of theirs, a plush and classy set was created that had Roman pillars, curling vines and flowing drapes. Its pastel, aesthetic opulence left you spellbound! There had been palpable buzz in the industry about the Awards and when the invitations were sent for entries, everybody who was somebody trooped in. You name a show and it was there contesting for the honours. It had become the in thing to be with the ITA Awards! The long and short of it was that the response of the entire TV fraternity to this ITA endeavour was well and truly sensational.

The D-day arrived and when in the presence of a host of celebrities from Films, Corporate, Public-life and of course, Television, Anu Ranjan and Pawan Munjal lit the holy lamp, Television got a glow, all its own. It was as if time stood still, till a visibly moved Shashi Ranjan took to the mike and dwelt upon the pride of Television that reflected from each and every moment of this ceremony. Thereafter, the evening unfolded its magic, sweeping all of those present off their feat with its jazz and pizzazz!

There were touching moments galore at the gala. The most electrifying of them was when the TV legends of yesteryears were saluted in the segment, 'Milestones' and the creators behind such path-breaking opuses as Humlog, Ramayan, Mahabharat, Karamchand, Surabhi etc. were decorated with The ITA Honours at the hands of the revered Sunil Dutt and Shatrughan Sinha. There was not an eye that wasn't moist when the anchor of this segment, Kirron Kher read stirring citations for each of them.



scroll of honour to buniyaad team



ekta kapoor and yash johar



Scroll of Honour to Mahabharat Team



scroll of honour to mahabharat team



j.p. dutta, subhash ghai, anu ranjan, poonam sinha, sushma swaraj, pawan munjal & kapil dev

The zing of the evening could be seen in the way Minister Sushma Swaraj swung her head in sheer ecstasy as Adnan Sami struck a dulcet note! Then, there was the irrepressible Shekhar Suman who threaded the evening with rip-roaring skits featuring Rakesh Bedi, Mandira Bedi, Rajesh Puri, Anjan Shrivastav and others of their rollicking ilk.

In the Awards, the Jury trophy for the Best Serial went to Ajai Sinha's Justajoo, who also romped home with the Best Director award. In the Popular poll, however, it was none other than, 'Kyunki Saas Bhi Kabhi Bahu Thi' that won hands down.

Kanwaljeet (Saans) and Pallavi Joshi (Justajoo) caught the Jury's imagination for the Best Actor & Actress awards, but once again, most predictably the sweep of 'Kyunki…' continued in these categories too, what with both Amar Upadhyaya (Mihir) and Smriti Irani (Tulsi) grabbing the popular trophies.

And as a climactic explosion, TV stars of all hues cavorted with sheer abandon on the stage to present The ITA's TV-fraternity Song, specially choreographed for the occasion by the inimitable Farah Khan!

All that and much more happened on that happening night, which radiated Television's razzle-dazzle to the world for the first ever time!

Television had arrived and The ITA was proud to have heralded its arrival through the Academy Awards…!



rohit roy, namrata shirodkar & nikki aneja



pradeep guha with rajat sharma



scroll of honour to surbhi team



the ita celebration



shiamak davar with dancers

year 2002



anil kapoor & pankaj kapoor



ramesh sippy with kyunki... cast



shiamak davar with dancers



nagma



ishita arun



harsha bhogle, sunil gavaskar


derek o’brein with anu ranjan


jackie shroff with winner


raveena tandon & achint kaur


javed akhtar & barkha dutt

The Journey becomes a Juggernaut!

The 2nd year was, actually, the most crucial. The success of the first year was still taken by some with a pinch of salt. The diehard cynics were still smirking that it was just a flash in the pan and second time round, it would just be a damp squib and come a cropper! To give the lie to them, the Academy set the ball rolling for the 2nd ITA Awards with the same manic-driven zeal as before. And the fraternity stood by them like a rock! That was clearer than crystal when the entries came for this year's contest. Statistics speak for themselves – 1729 entries from 442 programmes - it took 180 hours of viewing for the 2-tier Jury to scan through the same and decide the winners.

The Southern Spectrum…

This year, the Academy included South India in the Awards' spectrum. Exploring the possibilities, it got exceptional help from Dr. Subbarami Reddy, Manoj Kumar Sonthalia (Chairman & MD, Express Publications– Madurai) and Revathy. With this distinguished trio holding the brief for the Academy, it could easily elicit an extremely positive response from all the Southern Channels. It was a big hour of glory for Southern TV as its 'Bests' were honoured by the top-notch Stars of South like, Chiranjeevi, Nagarjuna, Ambrish, Revathi and so on.

The evening's highlights were Spoofs performed by Rakesh Bedsi, Ketki Dave, Sushmita Mukherjee etc. that sent the house reeling with laughter. The performances by crooners, Vasundhara Das and Jasbir Jassi were truly rocking. Then, there was Shiamak Davar hiting the stage like a typhoon with TV hotties like, Ishita Arun, Gurdeep Kohli, Nigar Khan and Rupali Ganguly.



mohnish bahl & sanjay dutt



b p singh & ajay devgn

In the Awards, the Jury got totally bowled over by CID this year and gave it the Best Serial Award. When B P Singh (Producer, Director) walked up to receive the trophy for his love's labour at the hands of Ajay Devgan, it was a long due recognition to genius.
The Best Director, however, still eluded him and went to Saurabh Narang for Haqeeqat who went on to confess later that it put a first ever spotlight on him for the world to sit up and take notice! (Alas! He is no more with us, today! But we'll never forget you, Saurabh – Rest in Peace!)

Sanjay Dutt presented Mohnish Behl the Best Actor statuette for his powerhouse performance in the hospital flick, 'Sanjivni!' It looked to be a year of hospitals as Achint Kaur also got her Best Actress Award for another Docs & Nurses story, 'Dhadkan'! Anil Kapoor got nostalgic while giving Pankaj Kapoor the Best Actor (Comedy) trophy and gushed how he started his career with Pankaj in, 'Kahan Kahan Se Guzar Gaye'! But in the 'Popular' poll, the results were no different from last year with 'Kyunki…' winning hands down in the Best serial & Best Actress (Smriti Irani) categories. The Best Actor, too, went to again a Balaji product – Cezanne Khan in Kasauti Zindagi Kay!

And when Yash Chopra, Ramesh Sippy, Madhur Bhandarkar, Javed Akhtar (Who came on one condition that he be allowed to give the Award to Barkha Dutt, if she won – and she did!), Sanjay Gupta and many, many more raised a toast to The ITA, it was a moment hard earned and well deserved!

The ITA had done a smashing encore!



vasundhara dass



yash chopra with winner





year 2003



nikki aneja & jackie shroff



smriti irani & suniel shetty



anuradha prasad & shabana azmi



farida jalal & tushar kapoor



alka yagnik & alex kuruvilla



ekta kapoor, shatrughan sinha & jitendra kapoor



rajeev shukla



ronit roy & shilpa shetty

A fantasy came alive!

When the Stars dazzled and the night sizzled…when the music boomed and the dances made you swoon…when those who won and those who lost, both hailed the Event – one knew that it couldn't been anything else than the Hero Honda Indian Television Academy Awards. Before a massive gathering of nearly 5000, comprising luminaries from Television, Films, Arts and Corporate sectors, for the 3rd time The ITA created a Fraternity Event, whose scale and splendour will long be remembered!

The spectacular set reflecting Mughal magnificence left the audience agape with awe and wonder. The performances were spellbinding because of their variety and their simmer and glimmer, like that scintillatingly sensuous and oomphish performance of Remixes by Shveta Salve, Deepshikha and Roopali Ganguly that had the viewers heaving for more! Then there was Aaz Ki Mumtaj (sic.) – a satirical spoof that featured Television's biggest Comic aces – Sumeet Raghvan, Tannaz Currim, Dilip Joshi, Rajeev Mehta, Anang Desai and others, whose ensemble bedlam had the audience in stitches!

The evening had opened with a Percussion performance by the redoubtable Taufiq Quraishi and his troupe with pulse-pounding beats that resounded in the air like thunderbolts!



shri dr t subbarami reddy



pankaj kapur & atul sobti



simi garewal

The emcees for the ceremony were a galaxy of TV hotshots like Sajid Khan, Rakshanda Khan, Gautami & Ram Kapoor, Rajeev Paul, Delnaz, Vikas Bhalla and Yukta Mookhey, all of whom carried the proceedings with loads of vim and vigour.

The Jury, this year, was hit by the brutal honesty of Haqeeqat and crowned it the 'Best Serial'! Ajay Sinha repeated his 2001 feat by winning the Best Director again, this time for Astitva. The serial also won the Best Actress for Nikki Aneja. But it looked to be a year of repeats as Mohnish Behl (Sanjivni) and Pankaj Kapoor (Office-Office) did an encore of their last year's victories in the Best Actor (Drama) and Best Actor (Comedy) categories.

The trinity of Smriti, Ronit and Ekta too, prevailed once again in the Popular Awards and romped home with Actor, Actress and Serial (Popular) trophies of the 'Most honourable Award' (Quote, unquote Ekta Kapoor!)

But the most enthralling sight was the 'Vision in White', Simi Garewal beaming her beatific smile at the glimmering trophy in hand (won in the Best Anchor Talk/Chat Show category for Rendezvous with Simi Garewal). She gushed, 'The ITA Awards are the Oscars of Indian Television!'

Those were the winners and the presenters were also of the highest order like the Chief Guest Shatrughan Sinha, Shabana & Javed Akhtar, Ramesh Sippy, Jackie Shroff, Rajiv Shukla, Gulshan Grover, Aruna Irani… so forth and so on.

And hence, the TV Alice romped through its Wonderland!



shivaji satam & ramesh sippy



aroon purie & shri shatrughan sinha



umesh gupta , zarina mehta & sanjay manjrekar



deepak sehgal & perizaad zorabian



year 2004



tony & deeya singh


barkha dutt & rajat sharma


dhanraj pillai



alka yagnik & anu malik


farhan akhtar & pooja batra



pankaj kapoor & supriya



smriti irani & ronit roy



poonam dhillon & amol palekar



mona singh & apurva agnihotri



smita thackeray & harsha bhogle

History repeats itself the 4th time!

A roaring success once again unfurled on the horizons of Television with its who's who present there to lustily cheer the Big Hour of the Small Screen!

The Thai sensation Tata Young and the stunning model turned actress Yana Gupta virtually set the stage ablaze. Then, a hilarious barrage of barbs was hurled on the quirks and caprices of the TV-industry through a hysterically funny Qawwaali, written by Vierendra Bhargav and composed by Ehsaan Bharti. As if that were not enough, there was also a side-splitting Spoof, too, written by Ashwani Dhir of 'Office Office' fame.

Coming to the trophies, you saw a historic moment that could be possible only at The ITA Awards. The Best Actress (Jury) went not to a bigwig star in one of those huge bonanzas – instead, it was accorded to Geeta Nair (an NSD alumna), for her act in one of the stories of Haqueeqat. Geeta, herself, confessed, 'It was a one-off story. Nowhere else my performance would have been noticed and singled out for the honour, however brilliant my work was. This Award has cemented my belief in myself that I can do it!'

It also cemented once and for all the credibility of the ITA Awards that were influenced by none and nothing except merit!

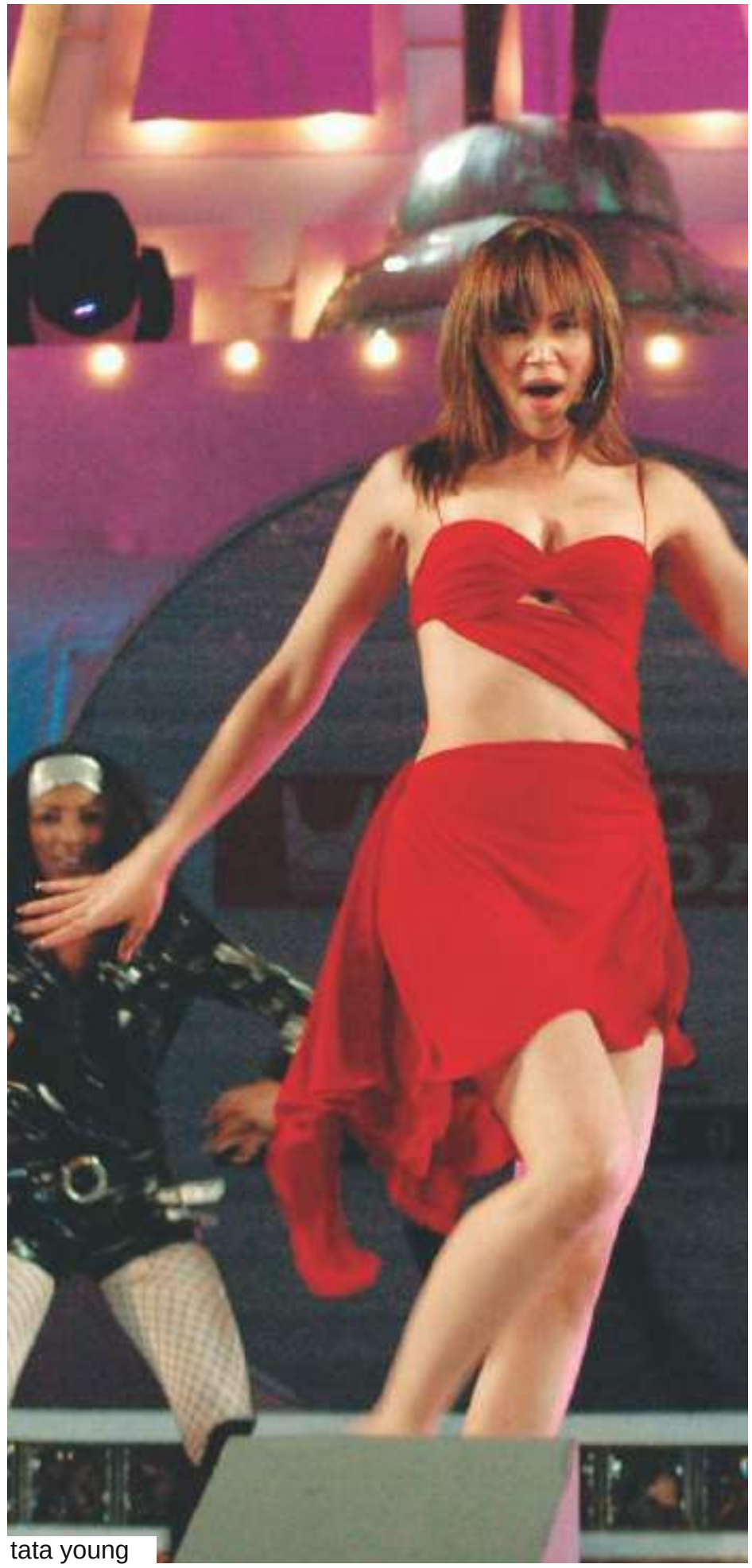
Harsh Chhaya was Jury's favourite for the Best Actor, while Pankaj Kapoor was in for yet another repeat glory of the Best Actor (Comedy).

B P Singh didn't miss it this time and grabbed the Best Director Trophy, which, too, was long due!

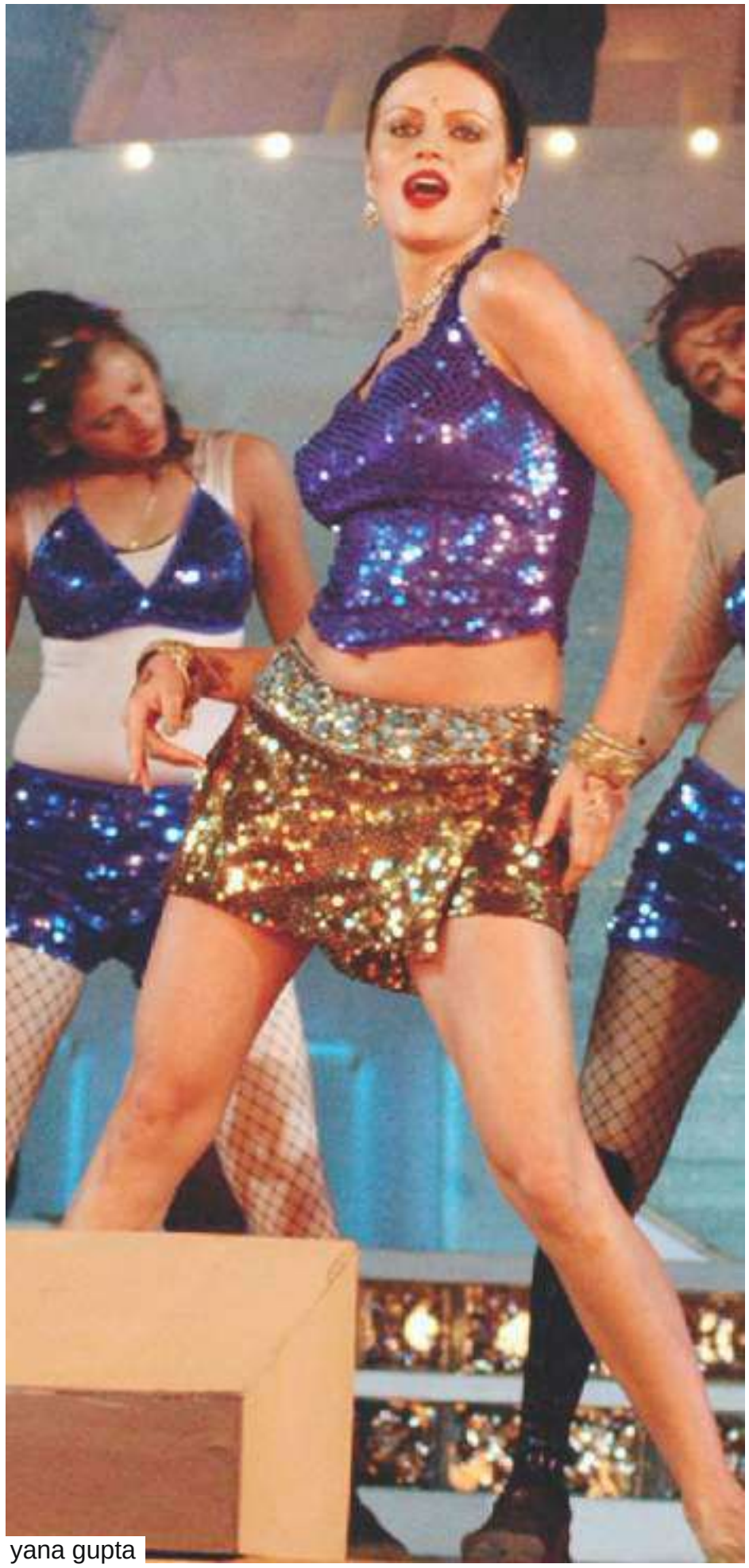
It was for Smriti and Ronit again to walk up to stage for the Best Actress/Best Actor (Popular) Awards and Ekta Kapoor went home one more time with the Best Serial (Popular) Trophy that she held aloft in the air and whooped 'It's the best, the biggest and the most credible Award in the country!'

Later, TV's beaus & belles swung to the thudding music at the post Awards bash and you could see the likes of Shatrughan Sinha, Ashutosh Gowarikar, Farhan Akhtar, Madhur Bhandarkar, Barkha Dutt, Gulshan Grover etc. having a whale of a time!

'Entertainment Ka Baap'- as said a wag!



tata young



yana gupta



gaurav chopra , shruti ulfat, rohit roy,shashi ranjan



ronnie screwvala



geeta nair





year 2005



satish shah & perizaad zorabian



asha Parekh



sonu nigam



aruna irani



siddarth kak and anu ranjan



iqbal khan, mona vasu and karan wahi



eijaz khan & reena roy



b m munjal and moti sagar

Gusty winds of glitz again!

This was the fifth year of the Academy Awards and as many as 2017 entries were received this year from 340 shows and the Jury had to slog like daily labourers for 10 days to sift the grains from the chaff.

The Event, itself, saw the entire Television fraternity attending with a wide range of Stars performing at the event. There was a high-voltage dance number by bros Ronit & Rohit Roy cavorting along with Shweta Tiwari on the hit song 'Kajra Re' from 'Bunty Aur Babli'! This was followed by the Mujra numbers from films like 'Mughal-e-Azam', 'Devdas' and 'Muqaddar Ka Sikandar', with infectious Naaz & Nakhra's by alluring actresses like, Urvashi Dholakia, Nausheen Ali Sardar and Shama Sikandar. The on-screen chemistry of Hussain and Juhi Parmar was all over that h u g e set, as they swung & swayed to some of the most romantic duets ever. After that, Star jodis like Iqbal Khan-Neha Bamb, Vikas Bhalla-Mona Singh and Ajay Gehi-Mona Vasu sashayed in a medley of rain dance numbers. The real-life couples, Manav Gohil-Shweta Kwaatra and Shakti Anand-Sai Deodhar performed to 'Shaadi' numbers followed by a fab Festival act by Stars like as Gautam Rode, Karishma Tanna, Vikas Sethi and Tasneem Shaikh.



g krishnan and pawan munjal



rohit roy, shweta salve & ronit roy\

The grand finale had staggering performances by Roopali Ganguly, Jaswir Kaur, Jennifer Winget, Rucha Gujrathi and Eijaz Khan, who whirled & twirled to the tunes of evergreen numbers from the films of heartthrob Jumping Jack of yesteryears- Jeetendra.

Time stood still as Eijaz ushered in the Star's heroines one by one onto the stage and when



deepa mehta

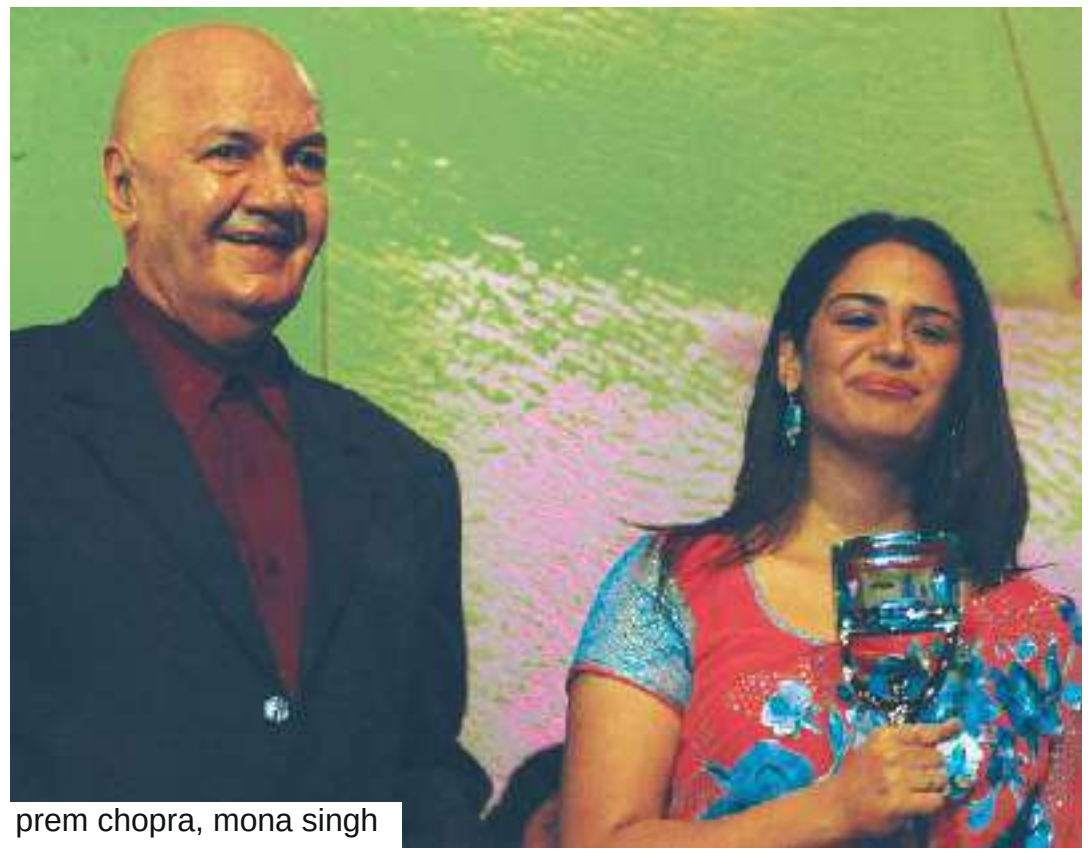


asha parekh, aruna irani, jetendra, reena roy & maushmi chatterjee

the evergreen Aroona Irani suddenly did a Thumka to the notes of 'Chadhti Jawaani...', or Reena Roy, the Screen Naagin not too distantly, broke into a jig to the terrific 'Tere Sang Pyaar Main…' it made people stand in ovation. Finally, Jeetendra, himself, entered to that sensational whoop, 'OooKhoo' of the zesty and zany, 'Mast Bahaaron Ka Main Aashiq…'(Farz)! And we had people dancing in the aisles in frenzy!

It was the Bag Films' turn for an encore this time. Siddhant wowed the Jury to grab the Best Serial and at last, Varun Badola took the Best Actor trophy home for Astitva. But Mona Singh hit the pay-dirt in her very first year and was Jury's Best Actress for Jassi Jaisi Koi Nahin! The Best Director went to Nand Kumar Kale for his control and finesse in Special Squad. And 'Remix' gave today's hotshot music-director Pritam Chakraborty his first ever recognition on any platform. The ITA did that for him! The winning streaks of Sanjeev Kapoor '(Khana Khazana' – Best Cookery Show), Aaj Tak (Best Hindi News Channel) and of course, 'Kyunki…' (Smriti Irani – the Best Actress and Star – the Best Entertainment Channel)!

The show was Tantra – the magic of The ITA wand does not wane!



prem chopra, mona singh





year 2006



mona singh , smriti irani & ram kapoor





prachi desai



vineet jain & anu ranjan pawan munjal



umesh mehra, mohnish behl & ekta behl



rajshri thakur



aman verma and rakesh roshan



amrita rao



shilpa shetty



shweta salve and chetan hansraj

Egyptian abracadabra!

It was a night like no other night, when the Stars burst out on a humongous set that recreated the fantasia of Egyptian magic on it. People were agape at the fantastically lit structure before them and marvelled at its Egyptian motifs.

And that was just not all! The evening had much more to offer! There were dazzling acts put up by some of the hottest of TV Stars. The first one was the zingy and zappy 'Couples Act', wherein swinging couples like Varun & Rajeshwari Badola and Sai & Shakti Anand swayed to the chartbusters like, 'Ada…', 'Apna Sapna Money Money…', 'Dil Mein Baji Guitar…' etc.

Then, there was the 'Item Girls' act, in which Nigar Khan, Kamya Punjabi, Jaswir Kaur and Karishma Tanna thudded the audience with 'Choli ke peechhe…', 'Beedi jalaaye le…' and other such earthy, raunchy numbers. There was also an 'Item Boys' act with Rohit Roy making a thunderous entry with 'Main hoon Don…' tugging Karishma Tanna along, followed by Karan Wahi and Jaswir Kaur. In the same vein was the catty medley done by Shveta Salve with Chaitanya Chaudhary & Chetan Hansraj, sashaying through 'Piya tu ab to aaja…', 'Mera naam hai Shabbo…', 'Ye mera dil…' etc. And The Rock n' Roll act was absolutely rocking with hunks like Sudhanshu Pandey, Kushal Punjabi matching steps with sultry sirens like Shama Sikandar and Mouly Ganguli.

Besides these, there was also a hilarious Spoof, 'Boss Ki Dhauns', in which Sushmita Mukherjee, Bhavana Balsawar, Sooraj Thapar and others created a laugh-riot.

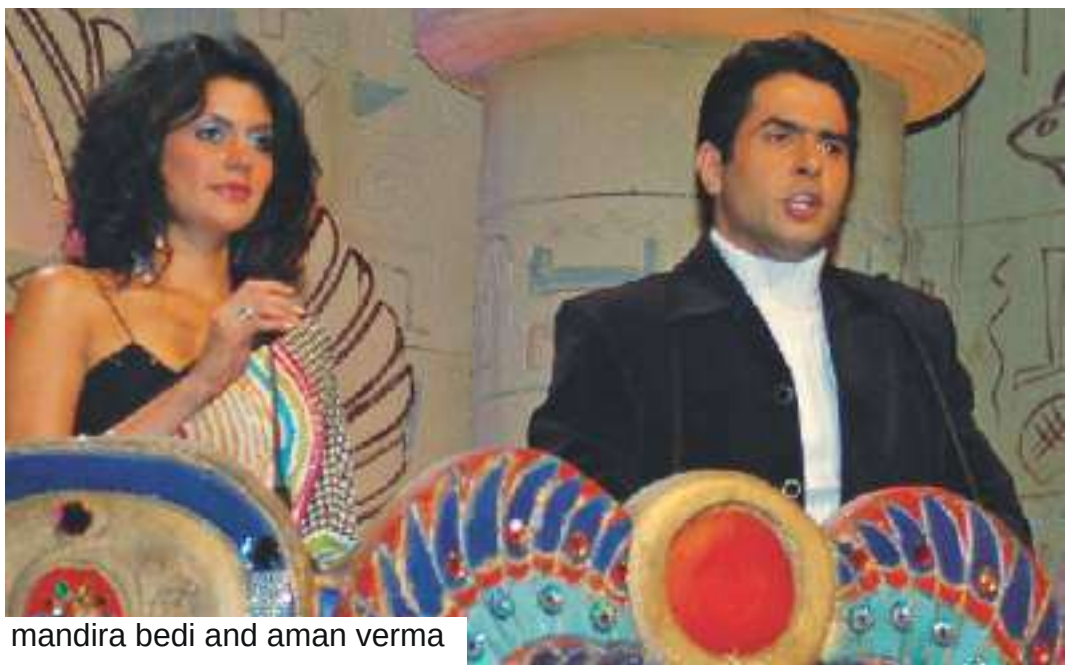
The Jury, this year, caught everybody napping when they gave Best Director to Sumitra Bhave & Sunil Sukhantkar for a DD show, 'Aur Ek Kahani', authenticating The ITA's all encompassing spectrum, which is not confined to Satellite TV only.

Kasamh Se came in for The Best Serial and The Best Actor (Ram Kapoor), but the Best Actress went to Shweta Prasad (remember Makdi?) for 'Aur Ek Kahani',once again. 'Office Office' became 'Naya Office Office' this year, but its winning streak continued at the ITA Awards with twin trophies in Comedy - 'Serial' as well as 'Director' for Rajiv Mehra.

The Popular Awards saw a change (at last!). Saat Phere won for The Best Serial and The Best Actress


roshan abbas


kailash kher


mandira bedi and aman verma


ranvir shourie and vinay pathak



pawan munjal , shashi ranjan & g krishnan



sunjoy waddhwa and ashvini yardi

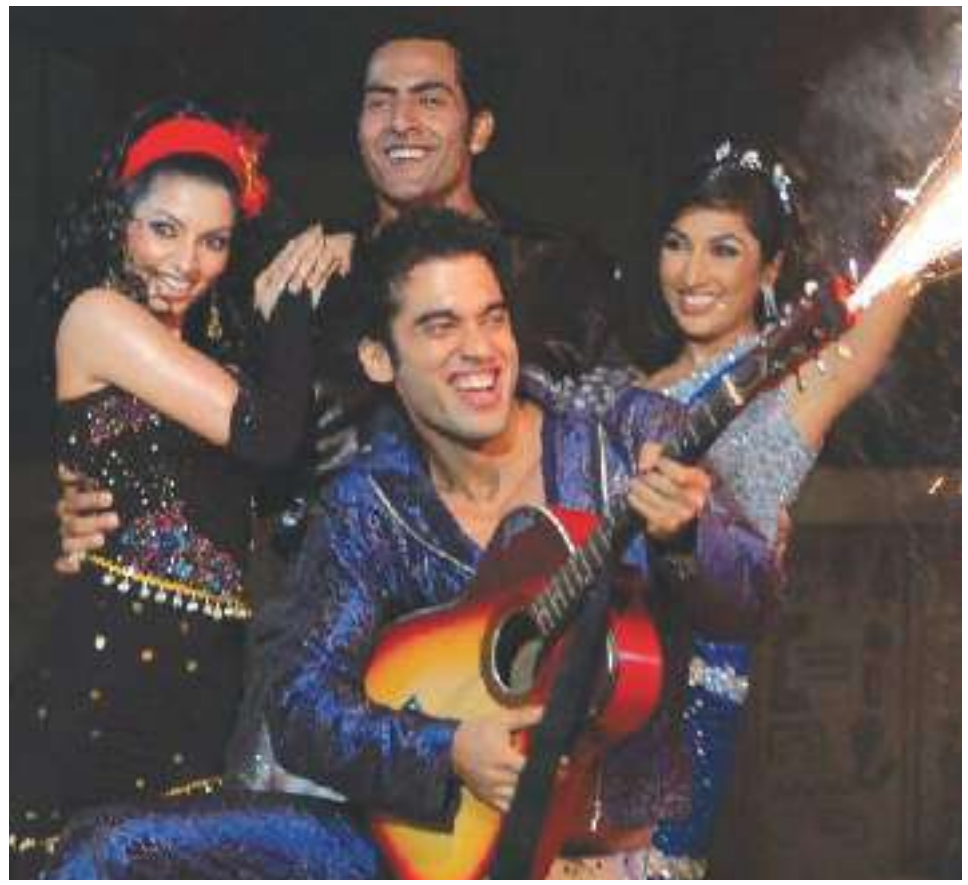
(Rajshree Thakur). Rohit Roy got his first ITA statuette as Best Actor in Viraasat.

It was an evening studded with gems like, Jeetendra, Jackie Shroff, Shilpa Shetty, Moushumi Chatterjee, Zarina Wahab, Dheeraj Kumar, J P Dutta, Prem Sagar, Kalpana Lajmi, Vineet Jain, Rajdeep Sardesai, Mona Singh, Barkha Bisht, Raman Kumar… to name a few.

You couldn't have asked for more!



rohit roy



shama sikandar, sudhanshu pande, mouli ganguli , kushal punjabi


7th Annual Academy Awards



year 2007

The Twin Torpedoes!

The Nite of Honours…

This year what happened at The ITA Awards was a truly, truly never-before occurrence – at least in the realms of Television. The Academy created a unique occasion of salutation to those who have made a difference in the genre and called it- The Nite of Honours!

All present skipped a heartbeat as a huge statue of Lord Buddha turned 360 degree towards the audience at centre-stage. The set with Chinese motifs was mountainous! Smriti Irani surfaced behind the mike, but before she could utter a word, suddenly a Tsunami hit the place and as the shutterbugs went wild into a spin, all necks craned towards the stampede. It was the Legend, himself, making an entry and indeed, the kind of spell he can cast on you even at this age, is beyond logic and argument!

Taking majestic strides, Amitabh Bachchan was escorted by Shashi Ranjan to his seat. The two somehow tore through the mad melee of the media and finally, Big B could get to settle in his chair.

Instantly, on the stage, there started a medley of dances from his legendary repertoire of songs by a bunch of kids led by the irrepressible Swini Khara (of Baa Bahu Aur Baby & Cheeni Kum fame) and Raj Pandit. Then, just as Smriti was preparing to call upon Big B to come over the stage, Swini went into an argument with her heatedly, asking her to hold her horses as first and foremost, she was going to call her Ghaasphoos on the stage, before anyone or anything else. Cutely, Ghasphoos turned out to be none other than Big B himself and Swini came down to his seat to escort him onto the stage.

He was accorded 'The ITA Laurel for Ultimate Eminence' and the memento was given away to him by the Union Minister Kamal Nath accompanied by the ITA President, Anu Ranjan.

The Shahanshah of all hearts was pitch-perfect and picture-perfect in grace & humility as he accepted the honour, saying, 'I'm rather embarrassed by the title of this Award, as there is nothing Eminent or Ultimate about me!'

Indeed, they don't make them like that anymore…!

That over, the string of Honours started now! One after one, stalwarts walked towards the stage to be knighted with the ITA Honours. From Aroon Purie, to Ronnie Screwvala, to Sanjay Khan, to Prem Sagar, to Dheeraj Kumar, to Khushbu Sunder (the South Indian Icon), to Sahara Shri Subrata Roy – all were accorded the ITA citations…

You can't get more momentous than that… Not in Television – no way…!



shri kamal nath, anu ranjan and amitabh bachchan



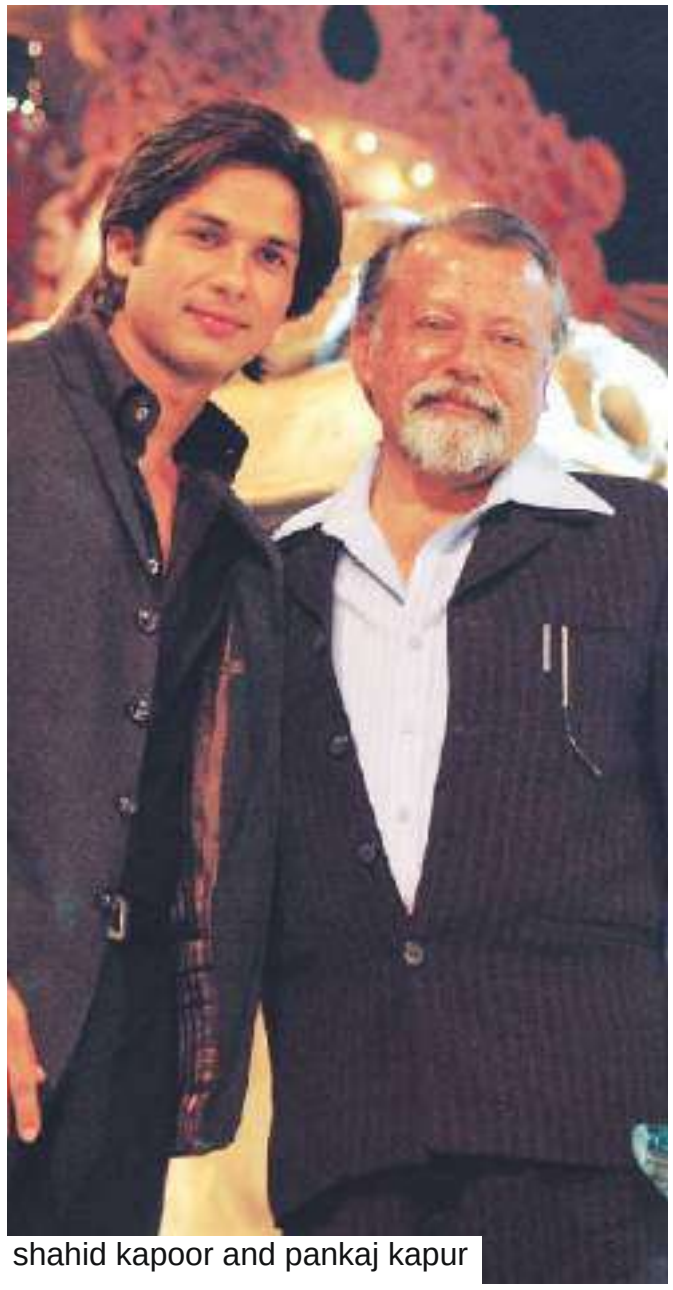
Shri dr.t.subbarami reddy, shashi ranjan & aroon purie



ronnie screwvala, david dhawan & preeti jhangiani



karan johar



shahid kapoor and pankaj kapur



akbar khan & mumtaz



shivaji satam,dinesh phadnis, aditya srivastava & dayanand shetty

This eve of élan was adorned by innovative Dance-concepts, one of which was 'Baa Aur Bahu'. In it, the Baa's of Television danced to the numbers of their era and the young, sizzling Bahu's to the re-mixed versions of the same. It was a blast!

In sum, it was a night that had everything in it – Star-power, rocking entertainment and of course, to cap it all – Amitabh Bachchan, who gushed at the gargantuan set to Shashi Ranjan…

'I thought IFFA was big, Shashi – but this is really something!'

We couldn't have agreed more!

The Awards' Nite...

Following the historic Nite of Honours and amidst the presence of the all & sundry of the TV-fraternity, the Awards Nite, too, was a spectacle of rare razzle-dazzle.

The evening was lip-smacking as it was spiced up with such Garam-masaala dance-numbers by the dandies like, Kushal Punjabi, Chaitanya, Arjun Bijlani etc. and candies like Priyanka Bassi, Jennifer Winglet, Suhasi and others. And while the Dandies wooed the Candies, the terrific trio of Sumeet Raghwan, Ashka Goradia and Manish Raisinghani created a rip-roaring act on the Mumbaiyya 'Bhai World' that sent the audience reeling into peals of laughter.

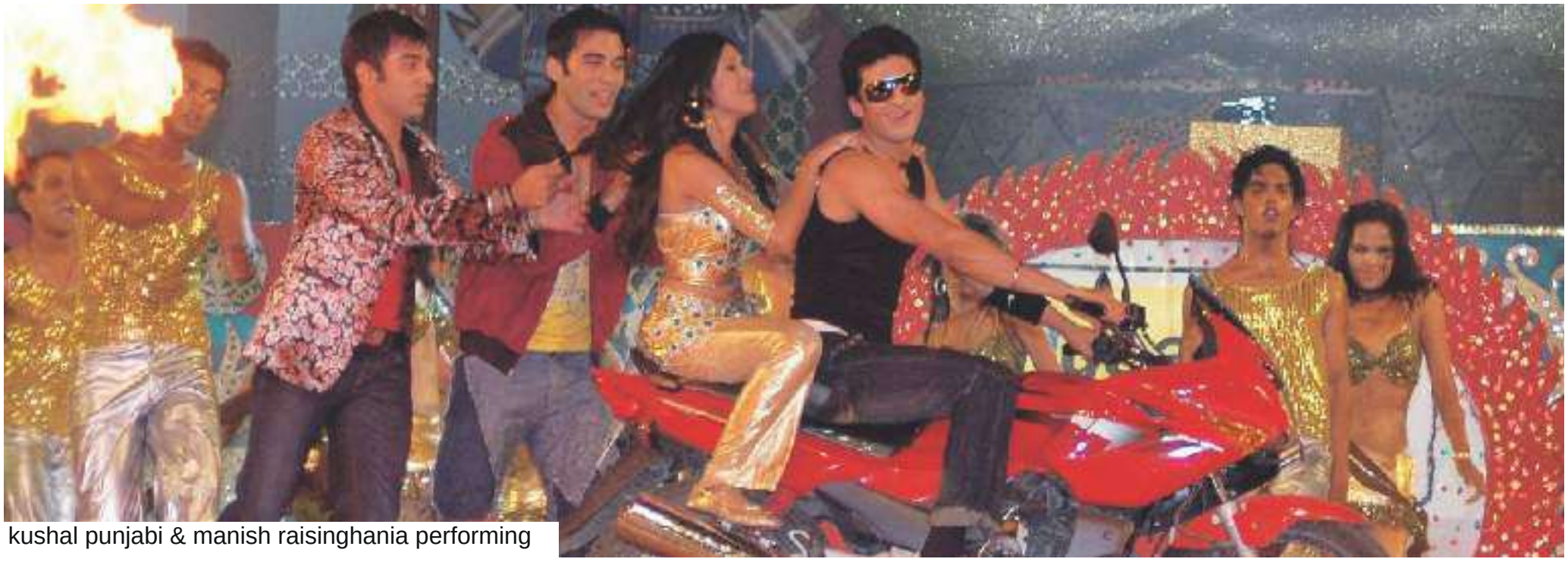
Then, the finale echoed Vande Maatram (the Rahman version) with Pulkit Samrat & all other performers of the evening along with the members of the TV-fraternity in the audience, hopping onto the stage in an unprecedented burst of abandon.



khushbu sunder, gulshan grover, kim sharma & yogesh lakhani



roop kumar rathod



kushal punjabi & manish raisinghania performing

The moment was electric!
This year, 'Ba Bahu Aur Baby' didn't let the Jury look elsewhere and grabbed the Best Serial (Drama), Best Actress Drama (Sarita Joshi) and Best Child Artiste (Swini Khara) trophies. And if, 'Naya Office Office' won't win in the Best Serial (Comedy), who will? The Jury picked up an overlooked gem, Darshan Dave as the Best Actor (Ghar Ek Sapna). Best Actor (Comedy) remained predictable with Pankaj Kapoor winning it the umpteenth time for Naya Office Office.

Santram Varma was anointed as Best Director (Virrudh) and there was big applause when Karan Johar hotfooted to the stage for his 'Best Anchor – Talk/Chat Show' trophy for 'Koffee with Karan', which also won the Best Show in the category.

The Janata lifted Banoo Main Tei Dulhan to skies, crowning it with The Best Serial and The Best Actress (Divyanka Tripathi) Awards in the Popular Poll. For the Best Actor, they handpicked Rajat Tokas (Prithviraj Chauhan).

Those two nites… those two torpedoes… it was gunpowder of joy in


kids performing


aditya and udit narayan


sanjay khan


THE IDEA ITA A
idea
ila



year 2008



aarti chabaria, sanjeev aga & rajan shahi



mugdha godse



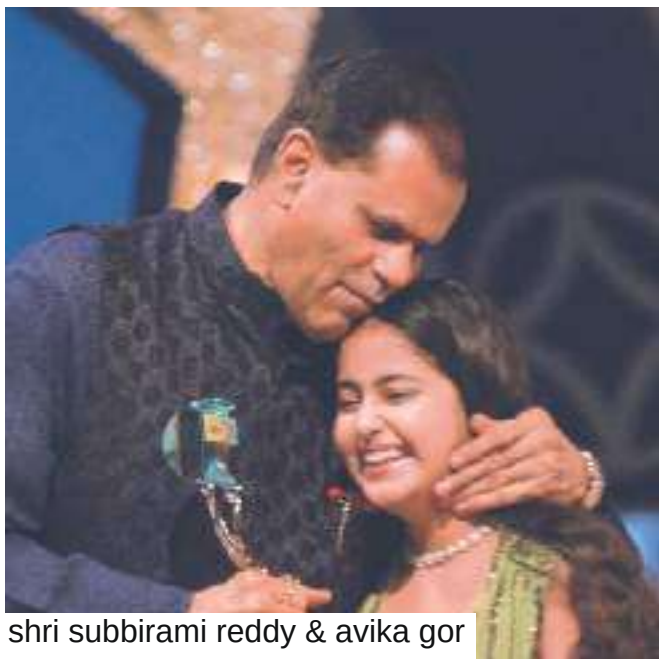
akshay kumar, anu ranjan and ramesh sippy



rajdeep sardesai



amitabh gupta, prasoon joshi, ashoke pandit with police officer families Of 26-11



shri subbirami reddy & avika gor



police officer families of 26/11



satish shah, rahul mahajan and decen bhojwani



pradeep srivastava, tarun katiyal & shashi ranjan

Time again for Television to get taller!

As the last dots of dusk dissolved into the dark ripples of the night, a high tide of the enormous kind struck the TVdom – the 8th coming of The ITA Awards.! And once again, the pageantry was mind-blowing, the panache was breathtaking and the pleasure was just staggering!

The knock-out started with the 'Diamond Robbery' piece, featuring the Fab-4 of Bidaai - Parul & Sara with Kinshuk & Angad. Then, there was the 'Murder Mystery' with Kaishma (Tanna) and Chaitanya. 'The Cabaret' had Mauni (Roy) and Sayantani (Ghosh), steaming hot and hotter to the sexy beats of all time favs – 'Aa Jaan-e-Jaan…', 'Aaj Ki Raat…', 'Hungama Ho Gaya…', melting the stoniest of 'em all. Another act was built around a medley of the latest songs and swinging to them were the dazzling Aamir & Sanjeeda and the dishy Shaleen and Barkha. Another rollicking piece was 'Millenium Mughal-e-Azam', a musical spoof, wherein the lethal combo of Ali Asgar (Akbar), Krushna (Salim) and Mona Singh (Anarkali) sent the audience roaring with belly laughs! Then, a very special act was prepared on songs of Akshay Kumar, winner of The ITA Popular Icon– 2008. It was performed with loads of pep & pomp by the perfect dude 'n' doll combo of Rohit (Roy) and Jaswir.

That was the Fun part!

But the eve also had some heart-clutching moments, when the memory of the Police personnel martyred in the recent terror-strike on Mumbai was commemorated by The ITA. Lips quivered, eyes moistened and the hearts beat fast in the audience when the kith and kin of the departed heroes stood on the stage to receive the honours. It was a defining moment of The ITA's care & concern for what is happening around. Once again, they had shown that there was far more to them than mere Naach-Gaana!

This year, The ITA Jury went with the vox populi and crowned Balika Vadhu for The Best Serial and The Best Director, besides many other categories, including the little prodigy, the wunderkind of Small Screen, Avika Gor winning both the Best Child Artiste and Best Actress trophies for herself.

Best Serial Comedy went not to a soap, but to a Mock News Show, 'The Week That Wasn't, which also won Cyrus Broacha his first trophy as the Best Actor (Comedy). The usual winner of that Deven Bhojani was singled out for the Jury's Best Actor (Drama) this year.

Bidaai ruled the roost in popular categories with Best Serial, Best Actress (Parul/Sara), Best Actor (Angad Hasija) in its kitty. The Prince–charming of Indian News scene, Rajdeep Sardesai won The Best Anchor – News & Current Affairs and for The Game/Quiz Show, SRK won it for '…Paanchvi Pass…'!

But to one and all more than winning/losing, it was being there that was important!
Here, here!

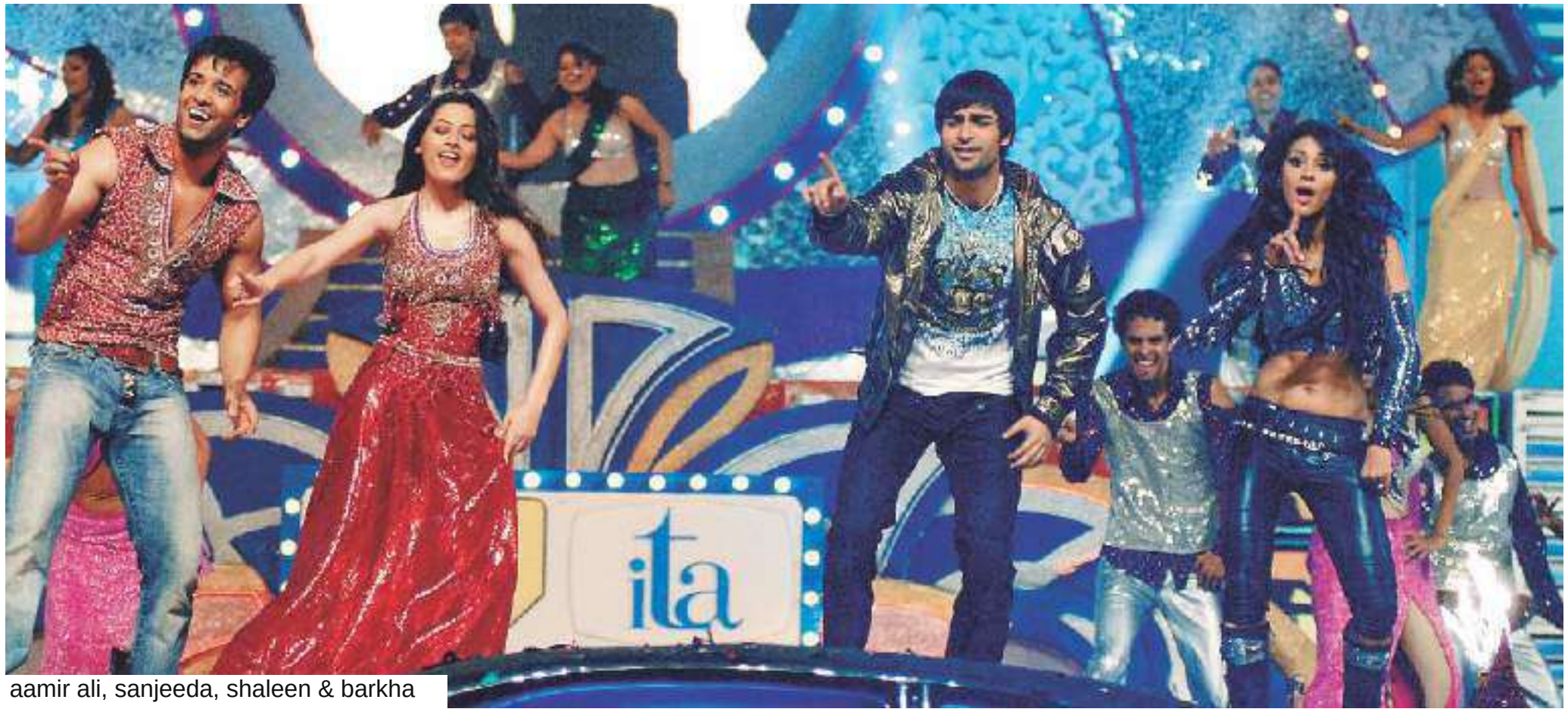

ronit roy and dhriti bhatia


vikram chandra

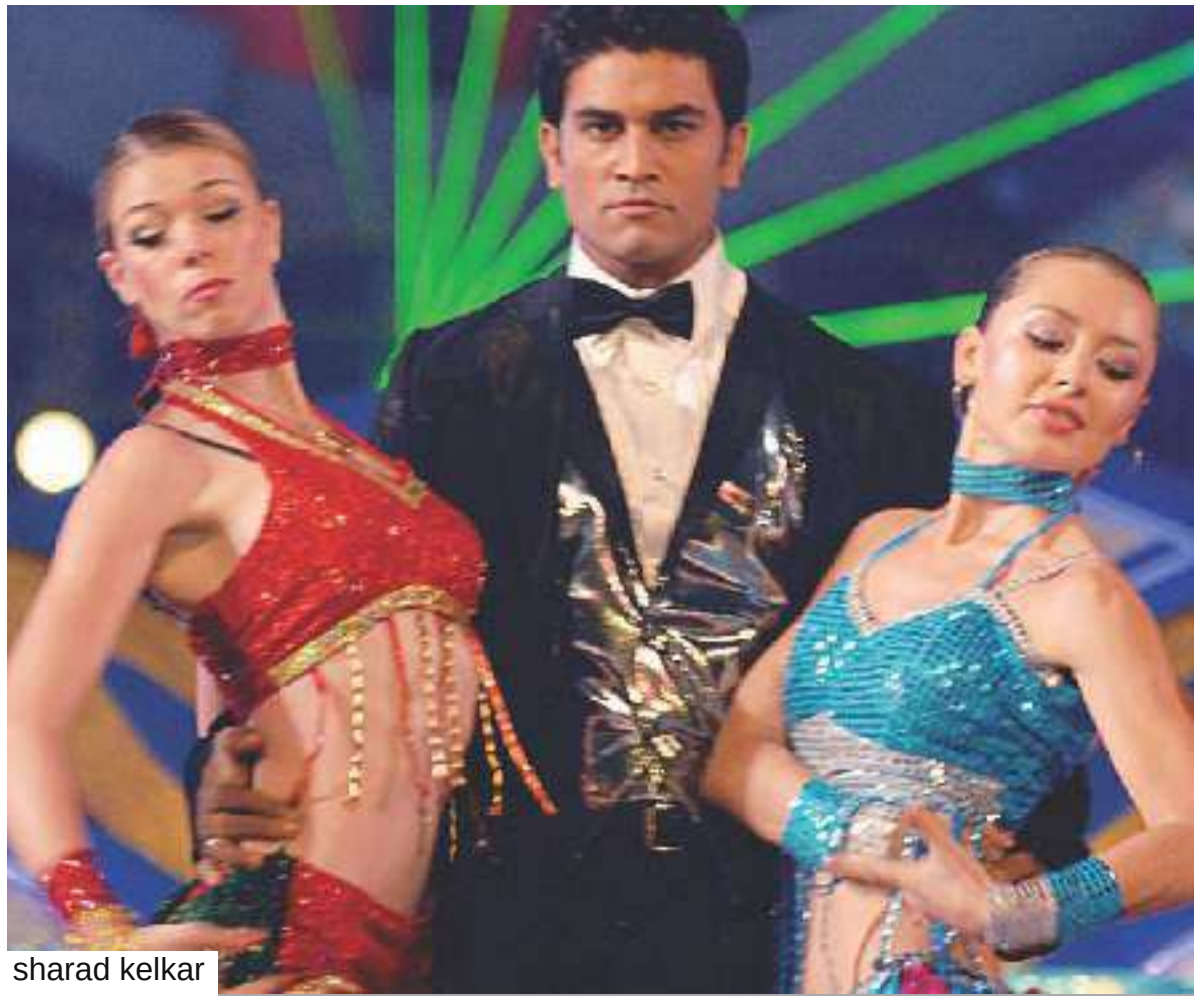


vikrant massey


sanjeev aga, q w naqvi, sahil joshi & manish dubey



aamir ali, sanjeeda, shaleen & barkha

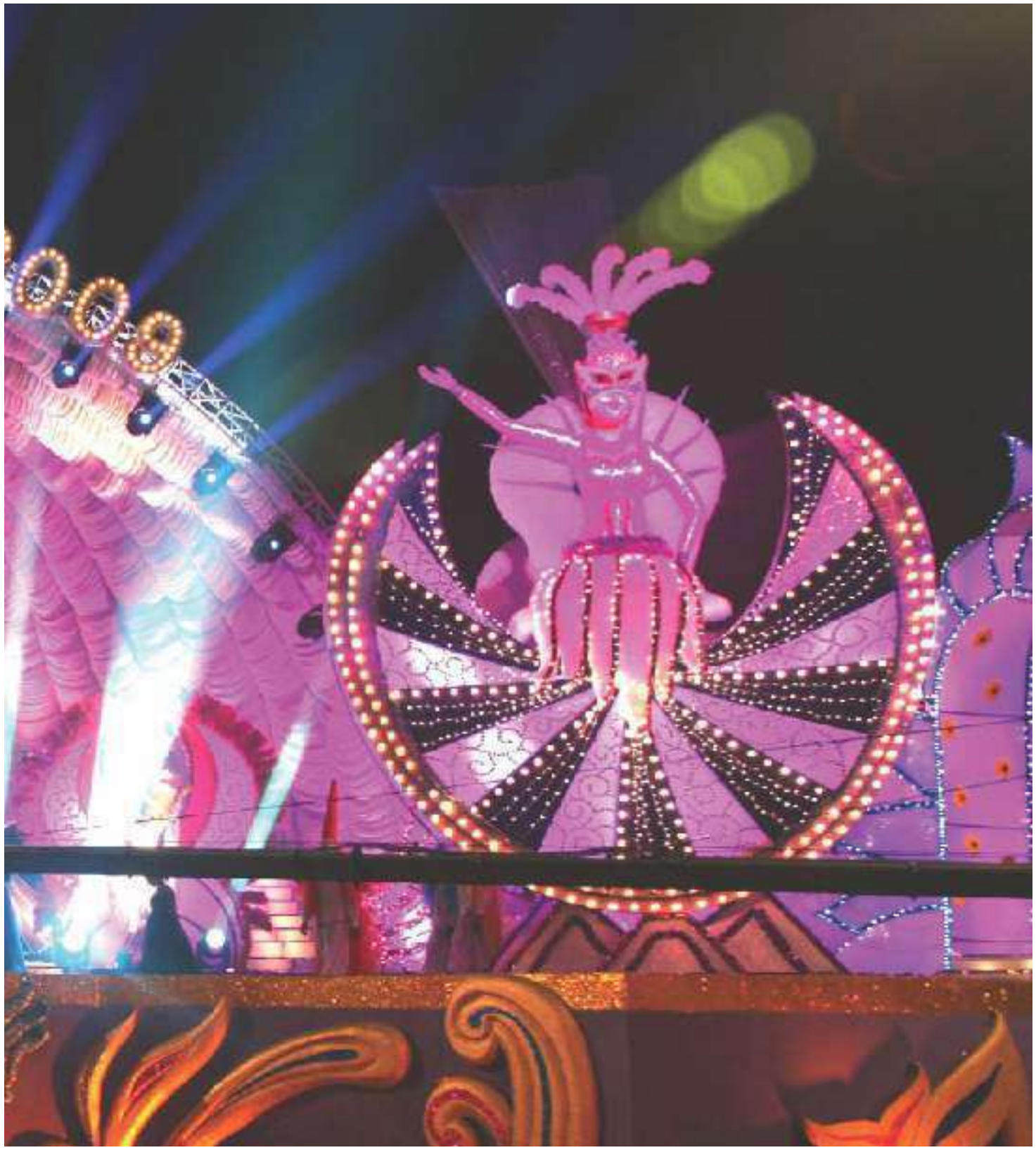


sharad kelkar



surekha sikri


TILE ITA AWARDS 20



year 2009



ranbir kapoor, anu ranjan, rajkumar santoshi, katrina kaif, ramesh taurani & shashi ranjan



mohit chauhan, suchitra krishnamurthy



neeta lulla



divya dutta, shveta salve & disha vakani





hina khan



n p singh, kiran shantaram



karan mehra


anurag basu, rajeev shukla & roomi jafre with balika vadhu team

Came the Maha Kumbh of Television – the 9th time and still counting!

Out of no less than 2567 entries, the Top-4's had been announced and it was sleepless nights for many! Then the dusk that was nightmare for the Traffic Police set in and horns screamed, wheels swivelled and tyres screeched as cars, taxies, autos mobikes converged on the Bhavan's Cultural Ground in the suburbs of Mumbai.

The theme this year was the Mardi Gras Carnivals!

And as a deep baritone announced the event starting out, the huge resplendent stage was flooded with masks, plumes, feathers and lithe bodies in exotic dresses, cavorting like there was no tomorrow! The revelries took another dimension when the two heartthrobs from Pavitra Rishta, Ankita and Sushant, swung into hip-hop on such rocking numbers as 'Kambakht Ishq…' and the lilting 'Gainda Phool' from 'Delhi-6'. Then, there were other darling jodis of Vikrant & Vibha and Aditi & Harshad Chopra from 'Balika Vadhu' and 'Kis Desh Mein Hai Mera Dil', respectively.

But it was not all about the current rages only! There was great nostalgia lined up, too. Shaleen & Daljeet (winners, Nach Baliye-4) gyrated on the pounding rhythm of 'Sar Pe Topi Laal…' (Tumsa Nahin Dekha) and other such stunners as the 'Howrah Bridge' hungama, 'Mera Naam Chin Chin Choo…'! Another highlight was the fusion segment which had Parul & Kinshuk (Bidaai) and Rashmi Desai & Nandish (Uttaran) breaking


ramesh sippy, rajan shahi and vipul a shah


sudesh beri, gulshan grover & roshan taneja


raza murad and arun thapar


shirish kunder and farah khan

into old style choreography on the hep numbers of today, like Dhan Tannah being done in Shammi Kapoor style and so on.
The piece-de-resistance of the evening was conferring The ITA Scroll of Honour, (Entertainment), 2009 on the team of the year's biggest bonanza, 'Ajab Prem Ki Ghazab Kahani' and the 8000 odd crowed cheered lustily as the Maximum Beau & the Maximum Babe of entertainment, Ranbir and Katrina hopped onto the stage to receive The ITA Hnours!

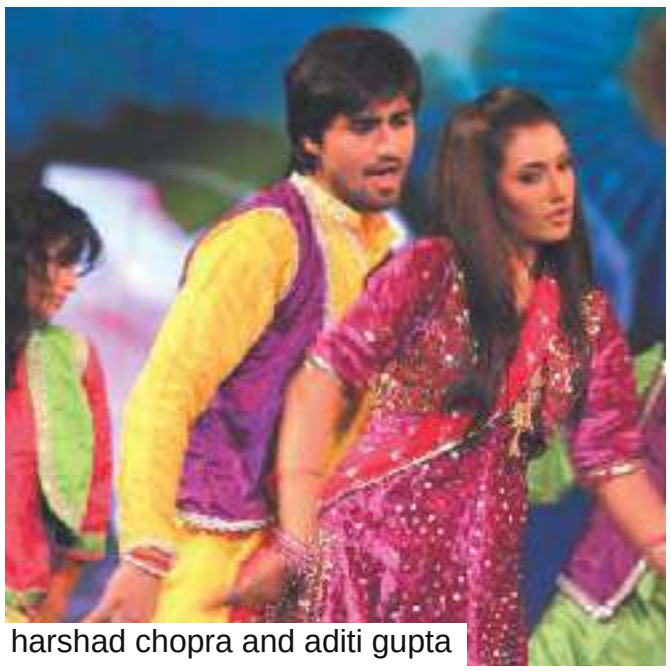
The Jury was in dilemma this year. They just couldn't decide one from the other in The Best Serial category, as there were two equal contenders for that. Finally they settled for a tie between Balika Vadhu and Agle Janam Mohe Bitiya Hi Kijo. But they were in no tight-spot about The Best Director Award that went inevitably to Siddharth Sengupta and Pradeep Yadav for Balika Vadhu. Similarly, while giving The Best Actress, too, there were no second thoughts either and it went most predictably to Ratan Rajpoot ('Agle Janam…'). Jury also gave a nod to Ronit Roy (Bandini) to pick up his first Jury trophy (he had won popular ones three times in the past). Yeh Rishta Kya Kehlata Hai swept the Popular Awards with wins in the Best Serial, Best Actor (Karan Mehra), Best Actress (Hina Khan), while the juggernaut of Aaj Tak continued towards the winning post for the 9th time in a row (Best Hindi News Channel).

The Ceremony was attended by the who's who of the TV Industry like, Ramesh Sippy, Madhur Bhandarkar, David Dhawan, Anurag Basu, Amrita Rao, Satish Kaushik, Gulshan Grover, Satish Shah, Shekhar Suman, Vipul Shah and many, many more!

Who can resist the Maha Kumbh, anyway?



adnaan sami, perizaad zorabian


harshad chopra and aditi gupta



shrinivasan jain



prabhu chawla





year 2010


MARUTI SUZUKI
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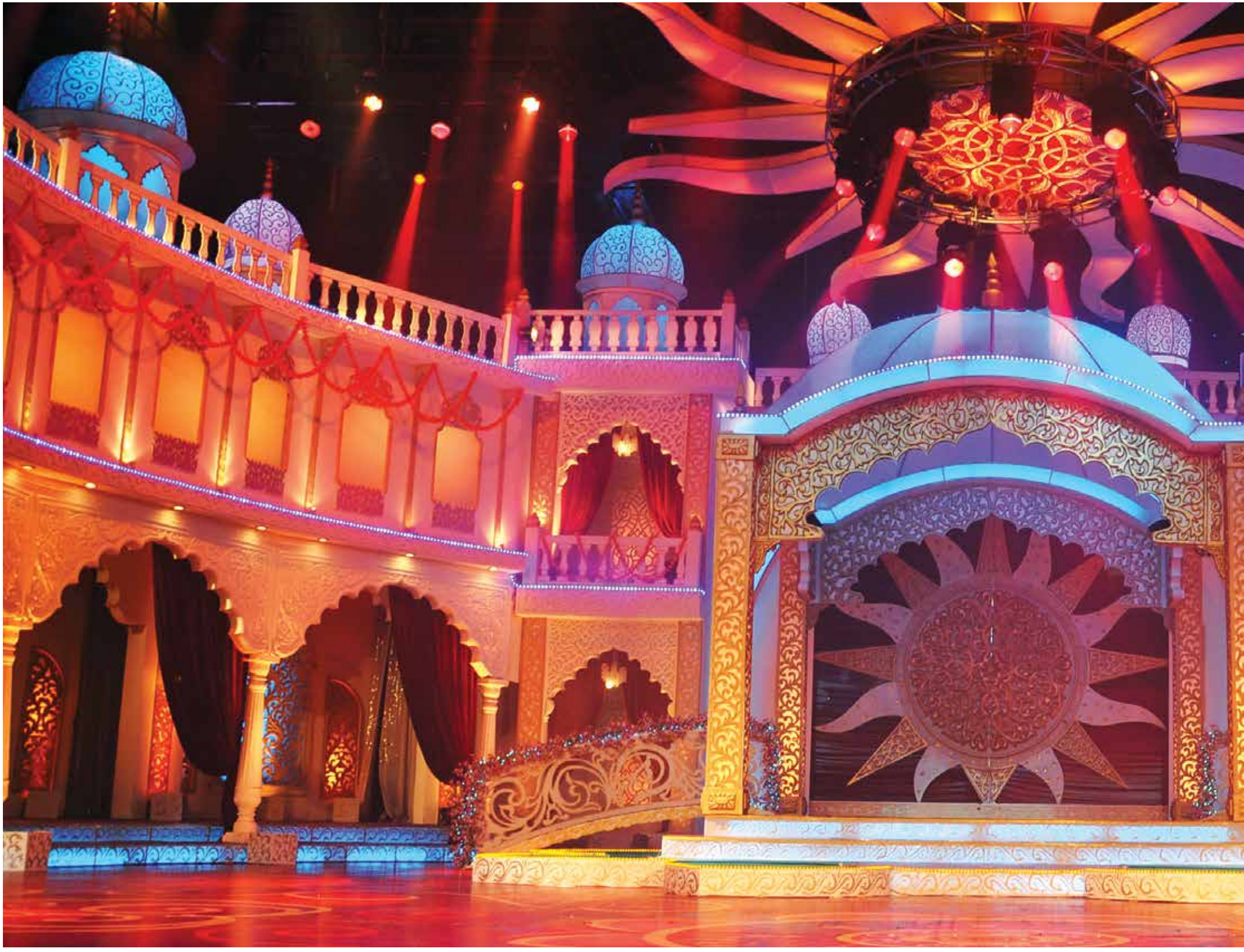






The Academy celebrated the 10th year of its crowing glory. This year, the entries from the Channels and Production-houses touched a historic upwards of 2500. That proved, if ever one was needed, the total trust of the industry in the Awards. Not only this, the TV-watchers at large also hold the Awards in implicit trust as was evident by the nearly 2,50,000 votes polled in the polling for the 'Popular' segment.

The ITA Awards are also known for its 'Special Honours' every year, besides those concerning TV. It earmarks signal achievements from the general stream of the country and accords recognition to them. In that vein, the Academy decided to honour a few of those who have done the country proud this year in the Commonwealth Games. Hence, Gold-winners like Manoj Kumar (Boxing), Omkar Singh, Harpreet, Vijay Kumar, Gurpreet Singh, Anisa Sayeed, Gagan Narang (Shooting), Jwala Gutta & Ashwin Ponappa (Badminton) were decorated with The ITA honours. Indeed, it was such a sublime moment to watch those glorious achievers striding to the stage for receiving their trophies, to a thunderous applause from the audience!
The evening was also punctuated by scintillating performances by a host of big time TV stars like Sushant Singh, Angad Hasija, Ankita Lokhande, Hina Khan, Ragini Khanna, Pooja Gaur, Pratyusha Bannerjee, Disha Vakani and other such. There was also a stunning act by the Dance India Dance champ, Dharmesh with stars like Sanjeeda and Akshat. Yet another rollicking act was with TV's little darlings Sparsh, Ayush and Vaishnavi
Some of the star celebrities attending the event were…
Shatrughan Sinha, Deepika Padukone, Kunal Kohli, Sunil Lulla, Ramesh Sippy , David Dhawan, Sanjay Gadvi, Sanjay Gupta, Bhagyashree, Dheeraj Kumar, Yukta Mookhey, Ramesh Taurani, Ken Ghosh, Shakti Kapoor, Mouli Ganguly, Sharad Kelkar, Kirti Kelkar, Rajshree Thakur, Anu Kapoor, Raza Murad, Harender Singh, Talat Aziz, Sudhansu Pandey …to name a few!





year 2011

















The Indian Television Academy entered the 2nd decade of its highly celebrated 'The ITA Awards', which have become the hallmark of excellence in Television, today.

The Industry was euphoric to at last find a chance to get their meritorious work recognized. That's how from the very beginning, the Awards have elicited tremendous response from the entire TV-fraternity and they have always participated in it in a big, big way.

The Awards this year once again had explosive razzle-dazzle and stunning performances from nearly 40 TV-stars on a palatial set. The theme of the evening is 'Celebration' which is most apt for an occasion that has been celebrating Television in the country for all of 11 years, now!

























year 2012


StarPlus








Pioneer


Pioneer






Star Plus


Plus


Pepsodent
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AWARDS
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Amway
StarPlus







The Indian Television Academy celebrated the 12th year of its crowning endeavour, ‘The ITA Awards’ that have, today, become the most coveted stamp of excellence on the canvas of Television.
The venue was awash with the who’s who of TV-industry, who were either performing or were nominees or presenters there in the Event. While each Award was cheered lustily by all of those present, the Ceremony was punctuated with jaw-dropping performances and acts, done by today’s biggest TV-heartthrobs like, Gurmeet Choudhary, Hina Khan, Nia Sharma, Angad Haseja, Ritwik Dhanjani, Rati Pandey, Deepika Singh, Drashti Dhami, Amir Ali, Karan Wahi, Jay Bhanushali, Manish Raisinghani, Anirudh Dave and so on.

A specially designed and dazzlingly executed act comprised the fabulous li’l mastters of Dance India Dance with the Stars of Jhalak Dikhla Ja. Besides, the goings-on were spiced by the rip-roaring anchoring by Ridhi Dogra, Karan Grover and Karan Kundra, while the Red-carpet was handled by Neelu Waghela (Bhaabho) and Utkarsha Naik (Manorama)!

One of the major highlights of the evening were the ITA Honours conferred on four of our Olympian victors this year- Sushil Kumar (Silver Medal- ‘Wrestling’), Vijay Kumar (Silver Medal- ‘Shooting’), Gagan Narang (Bronze Medal- ‘Shooting’) and Yogeshwar Dutt (Bronze Medal- ‘Wrestling’)!

In sum, with that awesome set, those blinding acts and the ‘bestest’ of the ‘bests’ of TV this year being decorated there, the 12th year of The ITA Awards created historic moments of Television, for Television and by Television!












THE ITA AWARDS 2013



year 2013








ita

The Reliance Studio at Mumbai's iconic Film City saw a gala of great razzmatazz unfolding in its promises. Indeed, the venue was ablaze with glitz and glamour as the Television fraternity lived it up at its annual festival of joy – The Indian Television Academy Awards.

Actually, since its very inception, The ITA Awards has been the toast of the world of Television, what with the entire spectrum of Channels and Production-houses participating in it. This year, the Entries of shows in the fray touched an all time high. Not only this, the ITAA is also a big time favourite with TV-watchers as is evident from the fact that in this year's Popular Poll segment, some 7 lakh plus viewers voted for their favourites.

The Awards were punctuated by jaw-dropping performances by TV-heartthrobs like Ruslan Mumtaz, Deepika Singh, Hina Khan, Devoleena Bhattacharjee, Manish Raisinghani, Paridhi Sharma, Sanjeeda Sheikh, Lauren Gotlieb, Mukti Mohan, Eijaz Khan, Jay Bhanushali, Disha Parmar ,Neelu Waghela, Ashok Lokhande, Jayati Bhatia and Sooraj Thapar and others.

The event was hosted by the incredibly popular Kapil Sharma with Ragini Khanna & Karan V Grover.
































The 14th ITA Awards 2014



year 2014































On 1st November, ‘14, the Andheri Sports Club witnessed the biggest night of the Small Screen - The ITA Awards. Now in the 14th year of a highly celebrated existence, these Awards have become the most coveted stamp of merit in the Medium. Even more than that, it has become the annual festival of joy for the entire TV industry that makes it a point to participate in it in full strength, year after year.

And this year was no exception, either. The Entries in the contest from the industry reached a newer high once again and name a Show, Production-house or Channel and they were there, participating.

The Award ceremony was marked by rare razzle-dazzle, while the ‘Bests’ of Television were being saluted and celebrated by The ITA. There were stunning performances by TV heartthrobs like Ashish Sharma, Karan Tacker, Rithwik Dhanjani and Gautam Rode, who shook their legs along with hotties like, Sanjeeda Sheikh, Nia Sharma, Paridhi Sharma, Krystal D’Souza, Disha Parmar, Devoleena Bhattacharjee, Toral Rasputra and Dipika Samson, while the icing on the cake was the dancing wonder of Small Screen - Salman Khan. In addition, there was a performance by the volcanic veterans like Neelu Waghela, Jayati Bhatia and Smita Bansal that swept the audience off their feet.

The most memorable highlight of the evening was, ‘The ITA Laurel for Sterling Service to the Nation’, an honour conferred upon Army officers, who did outstanding work in the rescue operations to save human lives during the calamitous floods that struck J & K, recently.
The evening was anchored by the frothy foursome of Rithwik Dhanjani, Nakul Mehta, Rajiv Thakur and Chandan.








The 15th ITA Aw



year 2015




s 2015


Awards 2015







In this 15th year, The ITA has made it more celebratory rather than as the usual yearly contest and the honours have been confined to the most ‘popular’ Shows and performers. Hence, the millions of TV-watchers out there take centre-stage this time and there most favourites have been accorded recognition by the Academy.

At the event, the entire razzle-dazzle of the Set and the blinding streams of lights was enhanced by sizzling performances of TV-hotties like Devoleena Bhattacharjee, Krystle D’Souza, Sonia Balani, Lauren Gottlieb, Priyanshu Jora, Karanvir Bohra, Shakti Arora, etc. To cap it, there was Mika with his powerhouse crooning of his chartbusters.

And the surprise of the evening was a stunning performance of Anushka Ranjan & Diganth, the charming young leads of the upcoming romantic comedy,’Wedding Pullav’ that drew clamorous claps and seetees from an audience going into raptures over their steaming chemistry.










the indian television academy
Awards 2015


ards 2015


indian television academy
2015


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wards 2015


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Awards 2015


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Awards 2015


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Awards 2015


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Awards 2015


THE ITA AWA

year 2016



Maniesh Paul & Karishma Tanna



Shakti Astitva Ke Ehsaas Ki Cast



Debina Bonerjee & Munmun Dutta



Rubina Dilaik



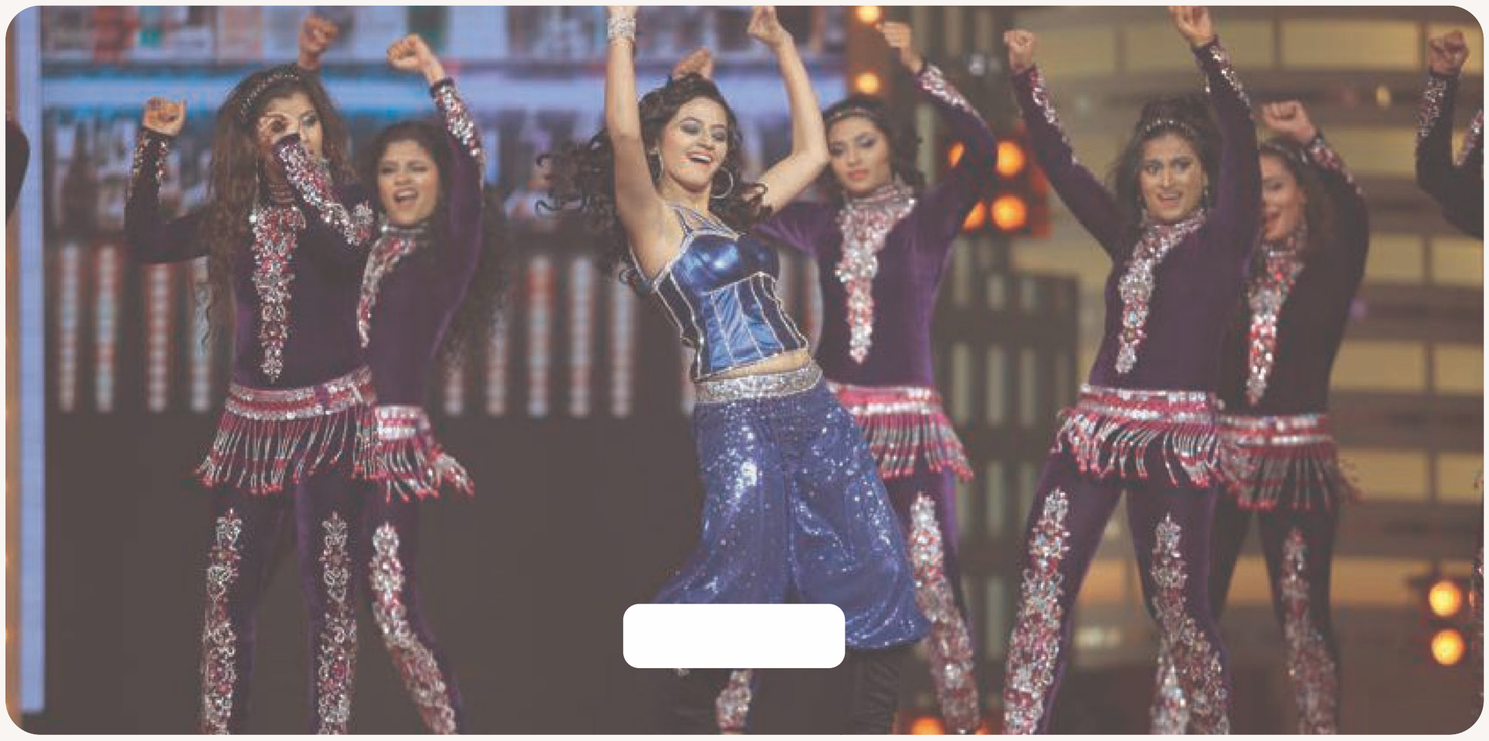
Anu Ranjan, Ritu Dhawan, Rajat Sharma, Jeetendra, Karan Johar, Raj Nayak





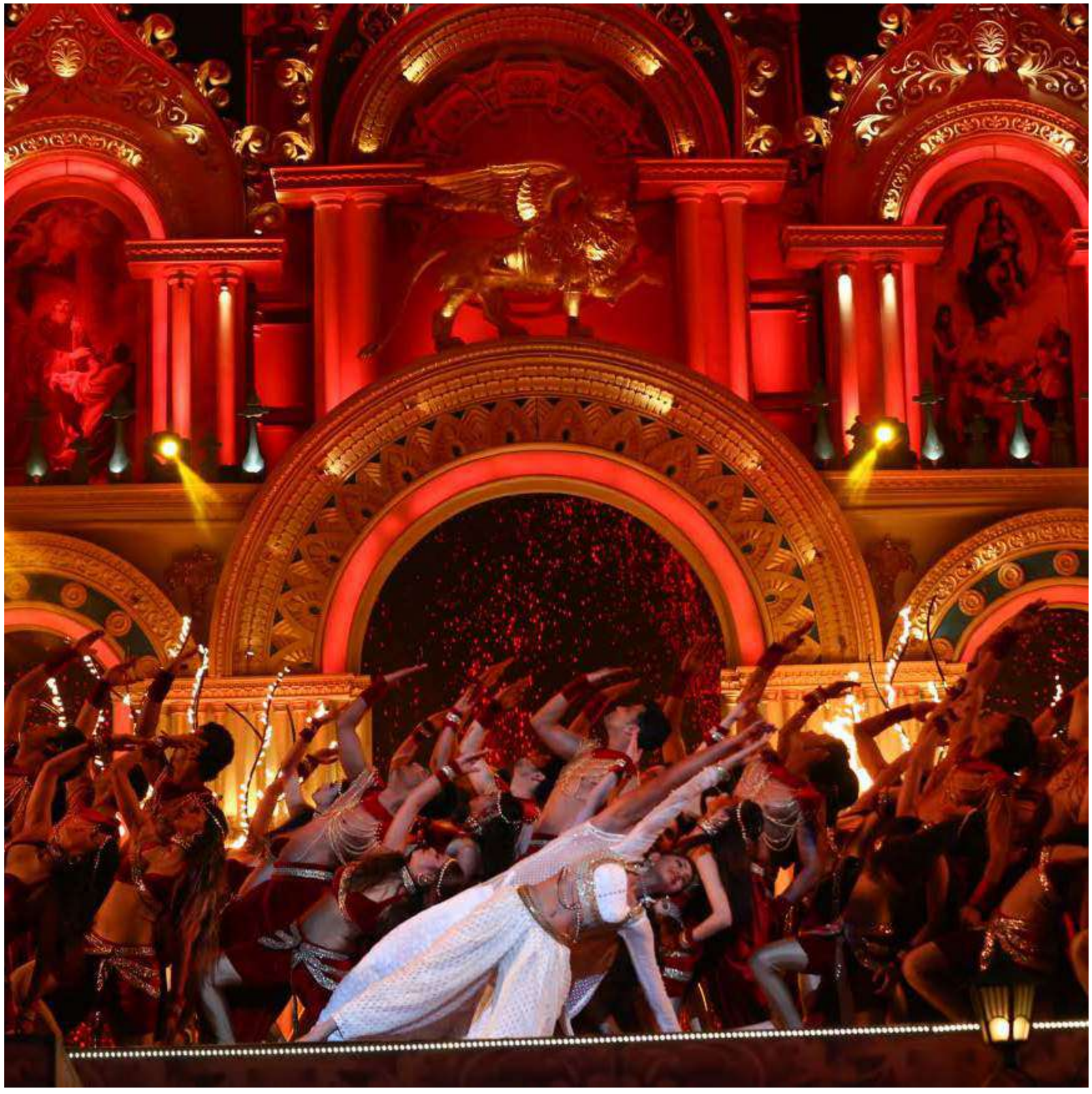









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the indian television academy awards 201
the indian television
Shilpa Shinde




Rohit Roy & Ronit Roy


Pooja Bedi


Anita Raj


colors
colors
Mohsin Khan & Shivangi Joshi



Shamita Shetty



Shashi Ranjan



Bhupendra Chaubey



Karanvir Bohra & Siddharth Nigam

This year's ceremony is set to be a star-studded affair, featuring an array of performances and tributes that highlight the rich diversity and cultural vibrancy of Indian television. From heartwarming dramas to groundbreaking reality shows, the ITA Awards recognize the breadth and depth of content that continues to shape the entertainment landscape. As the industry embraces new technologies and storytelling techniques, the ITA Awards serve as a testament to the enduring talent and vision of its creators. By honoring both established veterans and emerging talents, the 16th ITA Awards underscore their commitment to fostering excellence and inspiring future generations of television professionals. This celebration not only honors past achievements but also sets the stage for a future filled with even greater accomplishments in Indian television.




THE 17th ITA
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Nature
Zipper
Presents


AWARDS 2017
year 2017

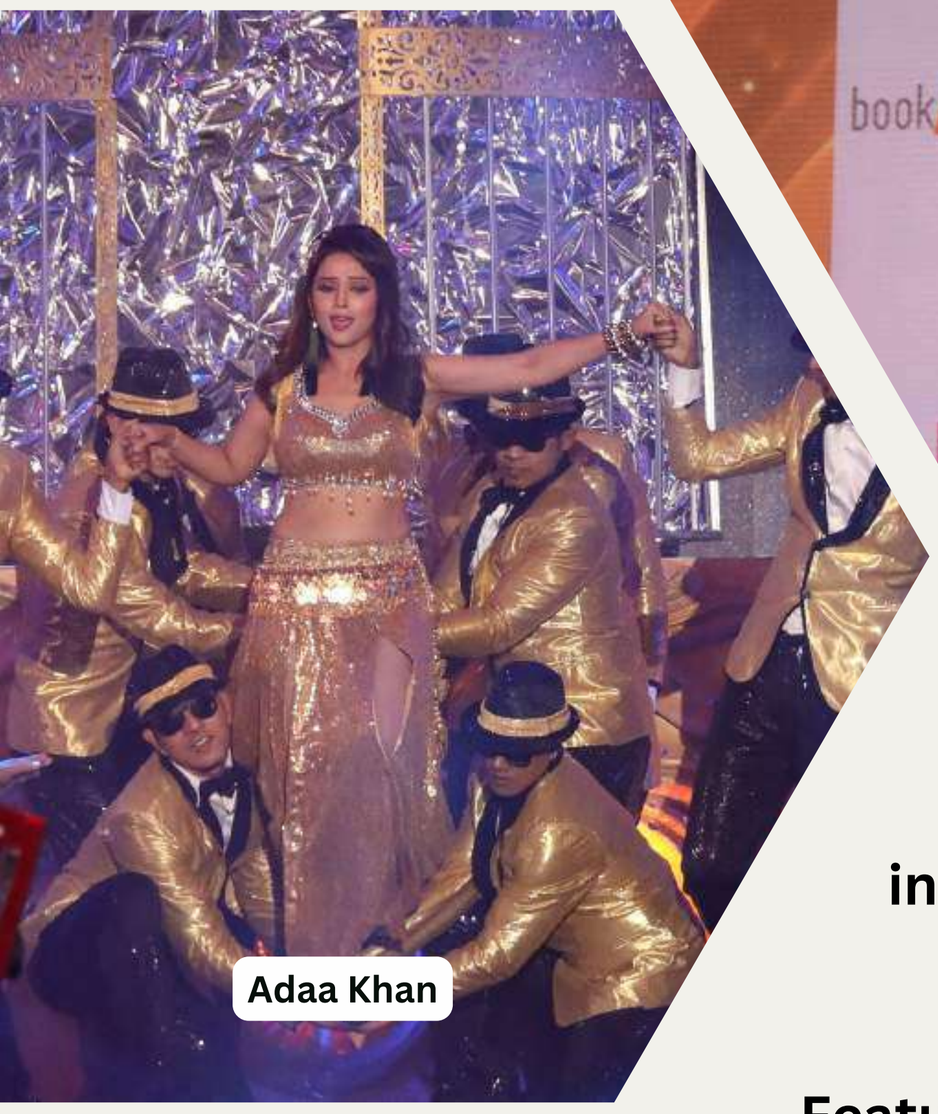







colors
VIACOM





Adaa Khan



Asha Negi



Rashami Desai

Honoring exceptional talents and productions, the event highlighted the innovative spirit and creative prowess that define Indian television. Featuring spectacular performances and heartfelt tributes, the awards recognized both seasoned veterans and emerging talents, showcasing the industry's dynamic nature and future potential.



Vivian Dsena

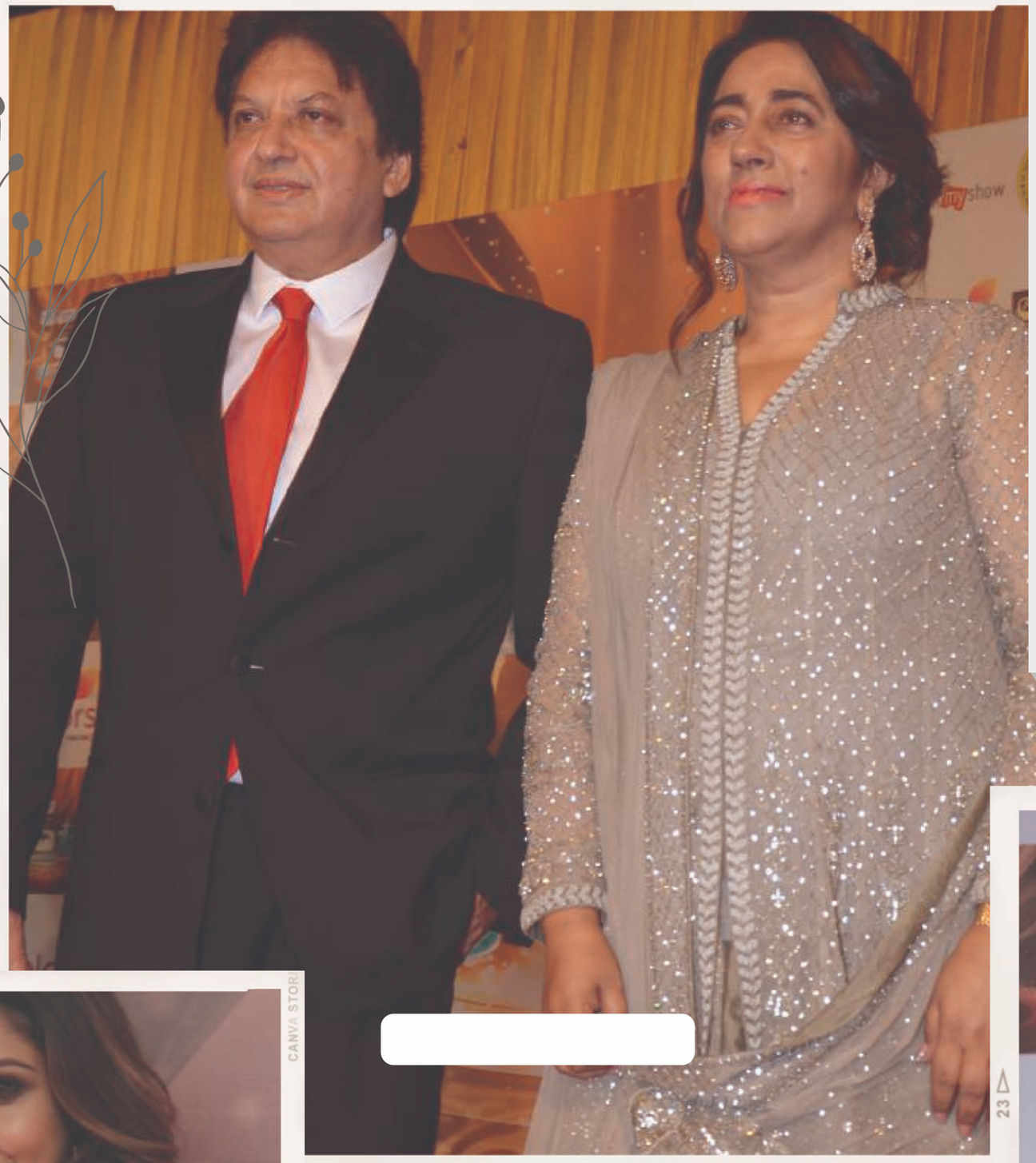


Shantanu Maheshwari

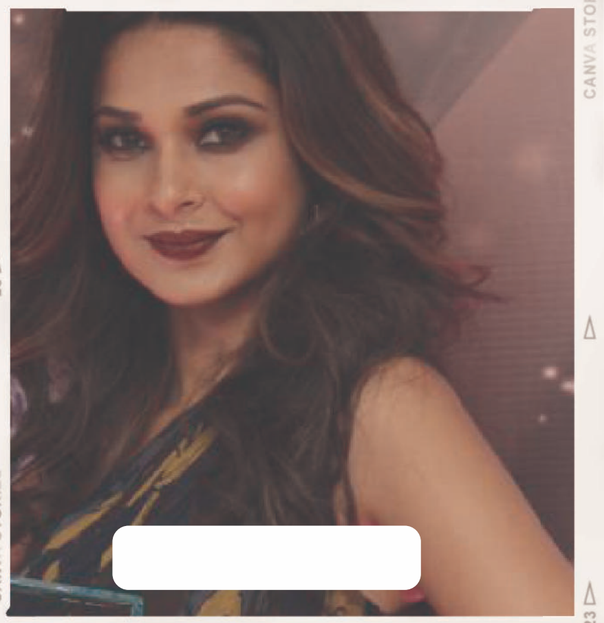


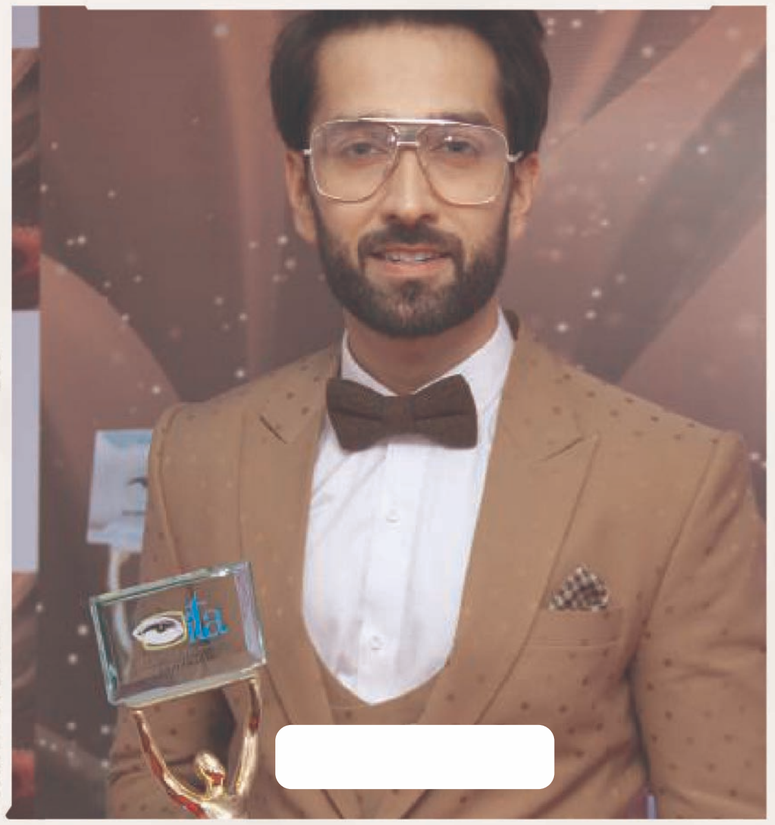
Barkha Bisht











CANVA STORIES
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year 2018




the indian television
THE ITA
...with





Vineet Jain


Gagraj Rao & Neena Gupta

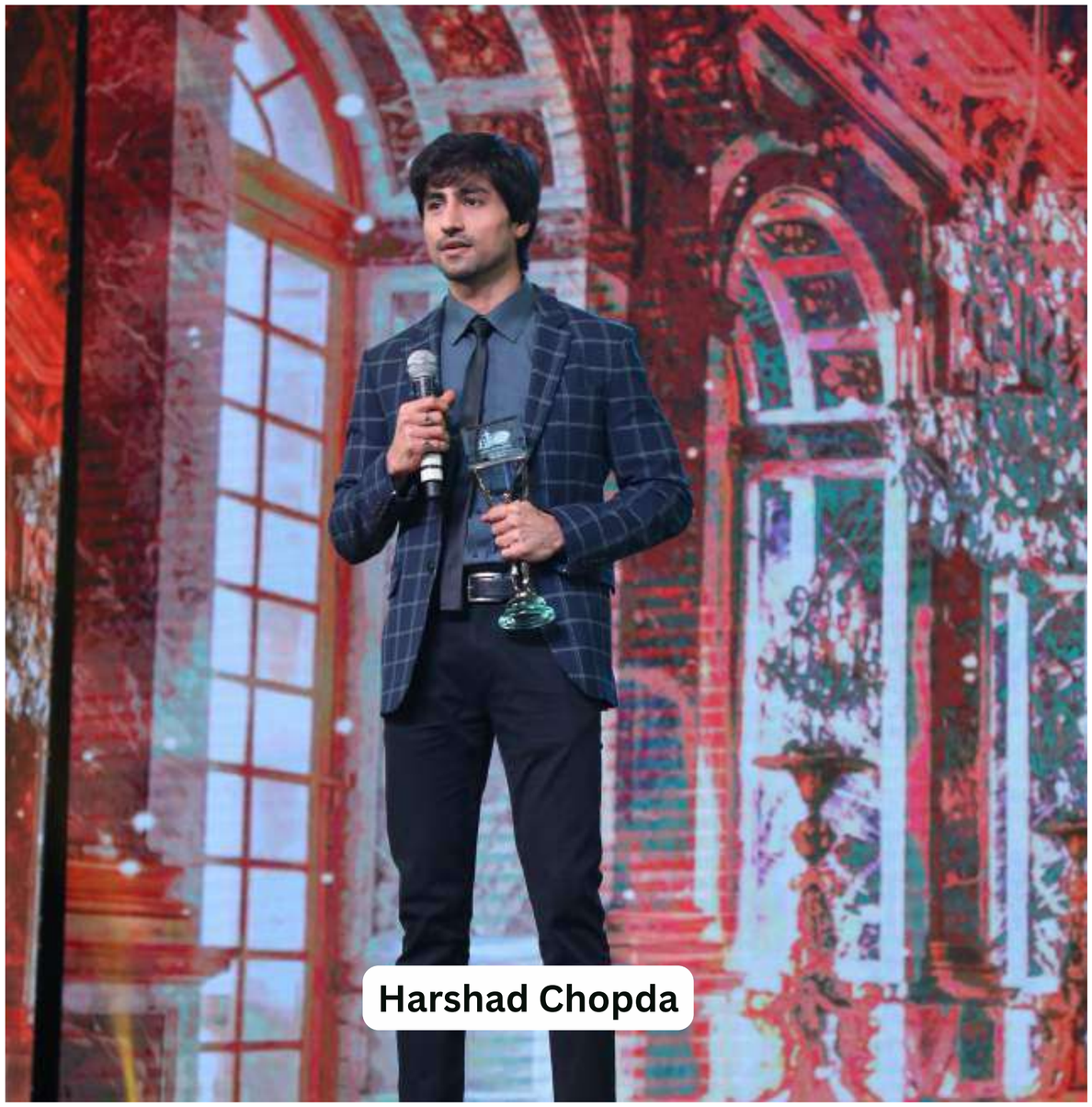

Sunny Leone

The evening featuring memorable performances and moments that highlighted the best of Indian TV and OTT platforms. Vineet Jain, Cyrus Broacha and Kunal Vijaykar, Sunny Leone, Sunil Grover earned Special Mention for their outstanding contributions. The web series "Breathe" and "Sacred Games" dominated the digital awards, the film "Badhaai Ho" was celebrated as the Bollywood Entertainer of the Year, along with the stellar cast.


Sunil Grover


R.Madhavan

Divyanka Tripathi ,Surbhi Chandna,Mohit Raina and Harshad Chopda took home the honors. Kailash Kher Jonita Gandhi & Shaan were honoured in the music genre, capping off a night of celebration and recognition for the best in Indian television



Harshad Chopda



Shaan



Divyanka Tripathi



Kailash Kher, Aarti Chabaria, Jonita Gandhi



Surbhi Chandana



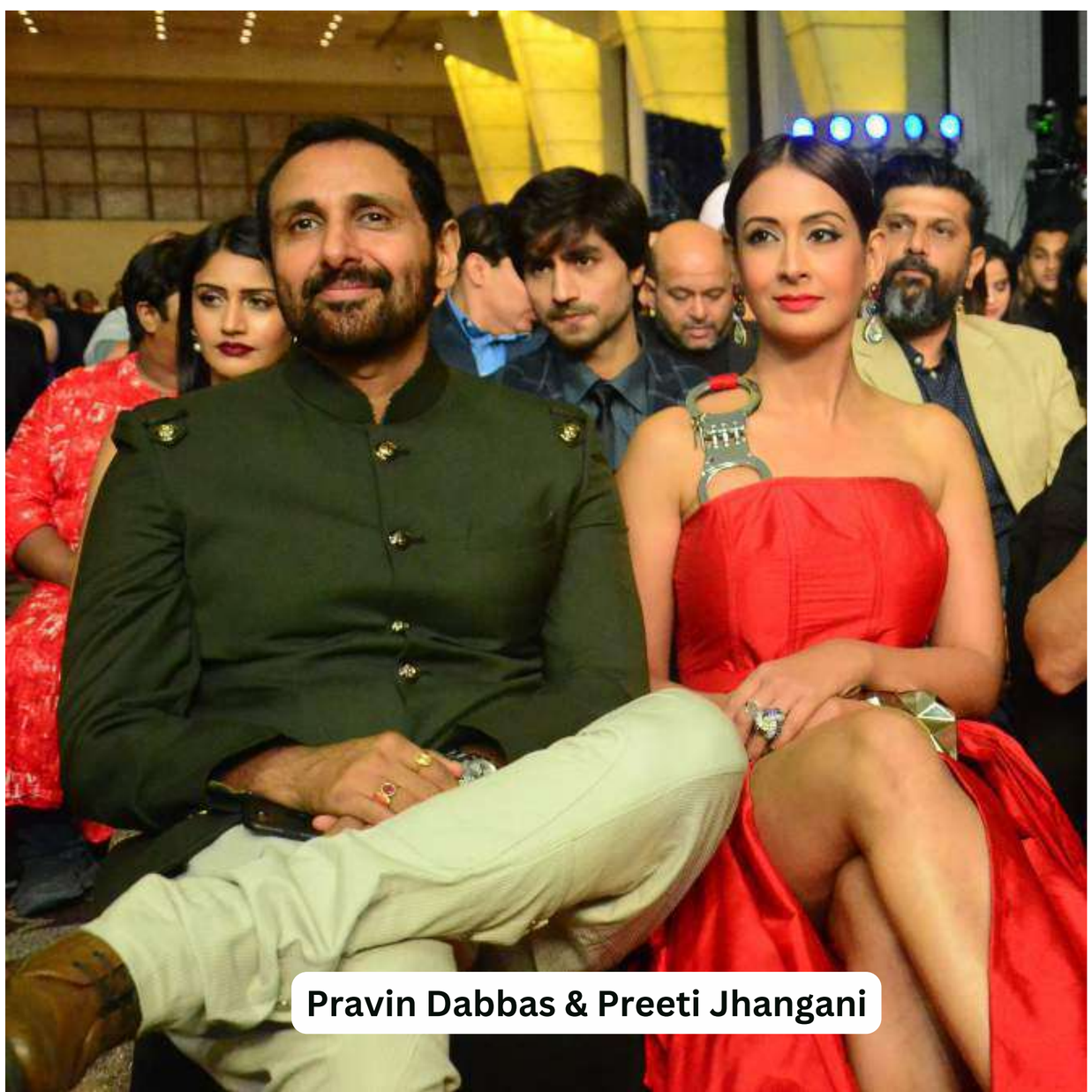
Cyrus Broacha, Anushka Ranjan, Randeep Rai



Rakhi Sawant, Yogesh Lakhani, Aashif Shaikh, Rohitashv Gour



Vikramaditya Motwani, Anurag Kashyap, Mahima Choudhry



Pravin Dabbas & Preeti Jhangani




year 2019



Chinki Minki



Aditya Narayan



Satish Shah, Sanaand Verma, Sanjeev Kapoor ,
Vijayendra Ghatge Annjan Srivastav,
Himani Shivpuri, Abhinav Chaturvedi

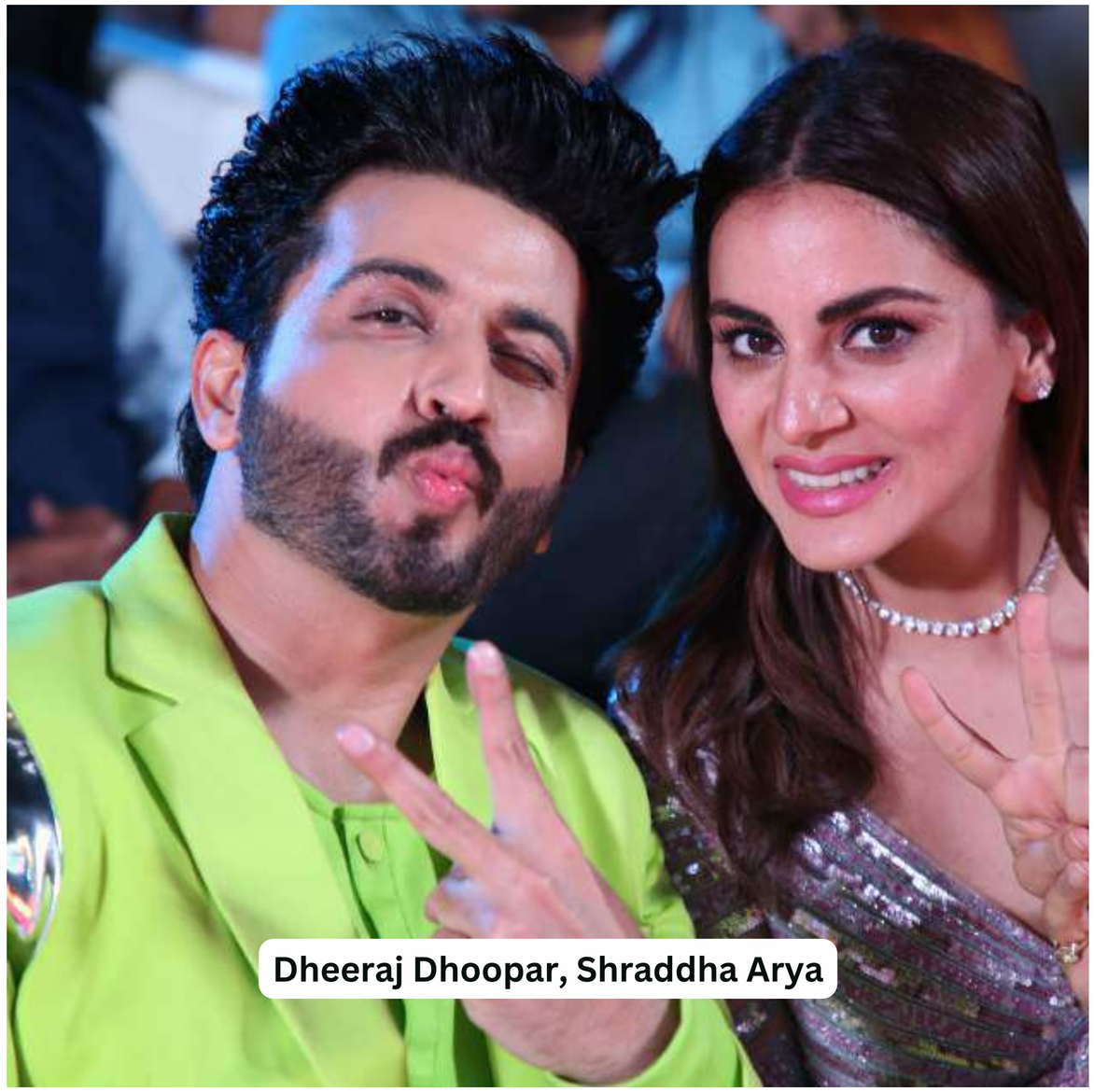


Pankhuri Awasthy , Shivangi Joshi

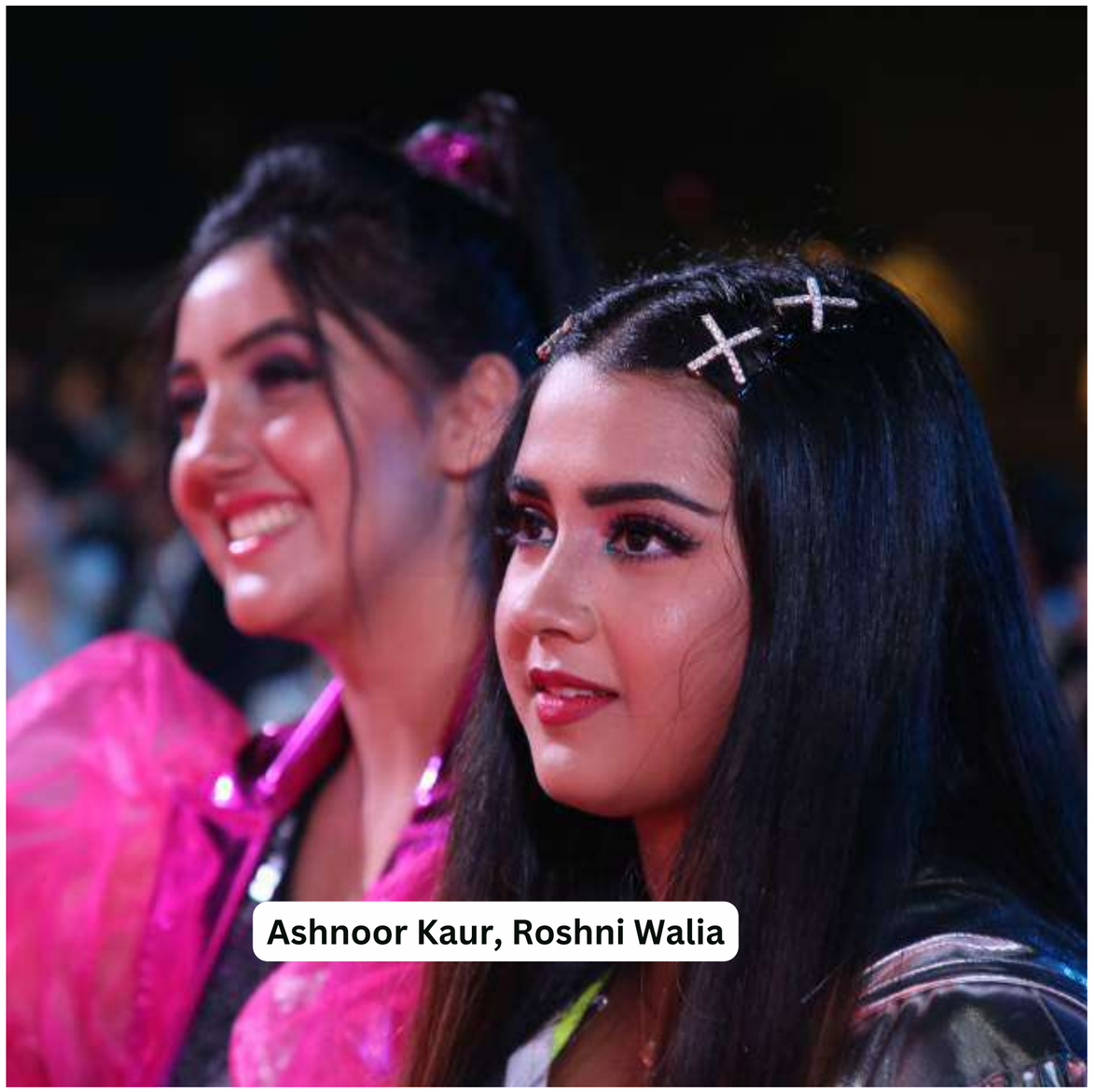
For the first time in the history of entertainment awards, the Indian Television Academy Awards 2019 were held at Nehru Stadium, Indore on November 10th, 2019, graced by the presence of Madhya Pradesh’s Chief Minister Kamal Nath. This landmark event marked a significant change by successfully showcasing the vibrant culture and offerings of Indore, recently acclaimed as India’s cleanest city and affectionately known as "Mini Mumbai."



Shubhangi Atre



Dheeraj Dhoopar, Shraddha Arya



Ashnoor Kaur, Roshni Walia



Krystle Dsouza









The awards celebrated not only daily soap dramas but also recognized excellence in news and reality TV programs. This year, a new segment was introduced for web series, reflecting the genre's rapid growth in popularity. Top Jury nominations included web series like "Mirzapur," "Made in Heaven," "Four More Shots please!" "Criminal Justice," and "Apaharan."


Shrenu Parekh


Sudhanshu Pandey


Kanika Maan


Kubbra Sait


Chandan Prabhakar

The event was a grand affair with popular celebrities dazzling the red carpet, including Helly Shah, Ashi Singh, Shraddha Arya, Dheeraj Dhoopar, Shivangi Joshi, Mohit Malik, and Gautam Rode. Performances by stars like Shivangi Joshi, Mohit Malik, and Shrenu Parekh brought the stage to life, making the night truly unforgettable. The evening was attended by over 15000 live audience with an unforgettable fashion Show.


THE 20TH ITA

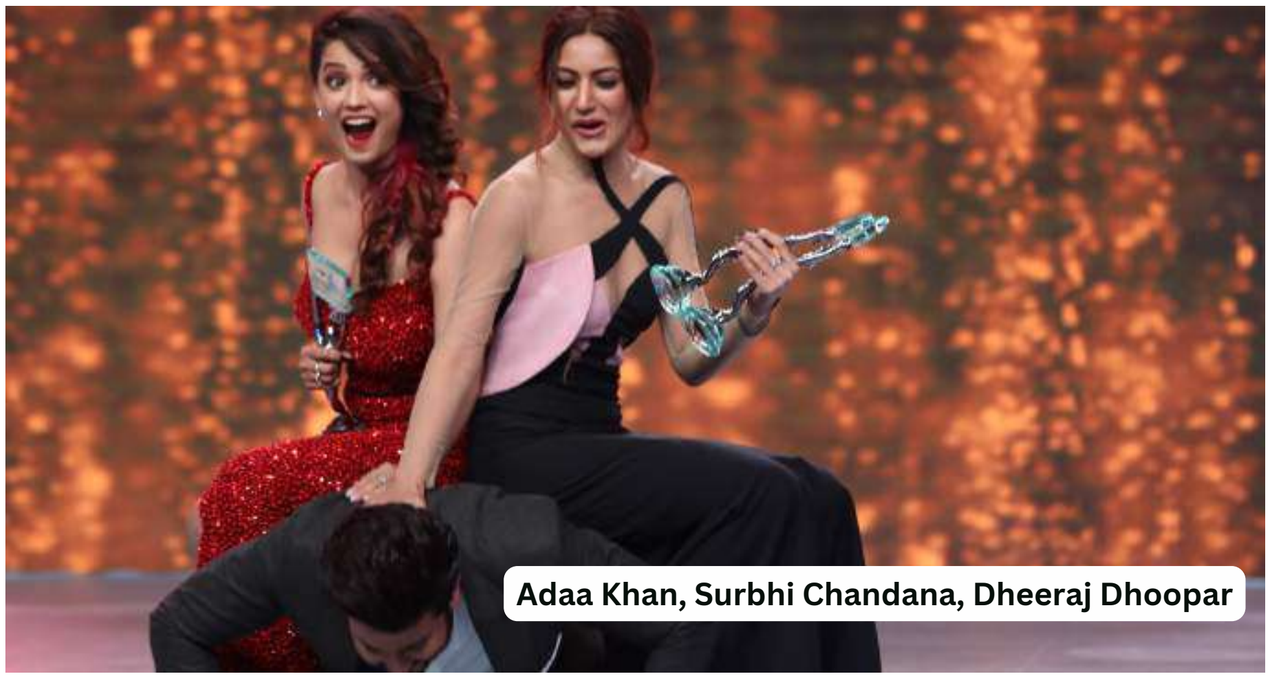

AWARDS
year 2020



Ashish Chanchlani



Anushka Ranjan & Krystle Dsouzai



Adaa Khan, Surbhi Chandana, Dheeraj Dhoopar

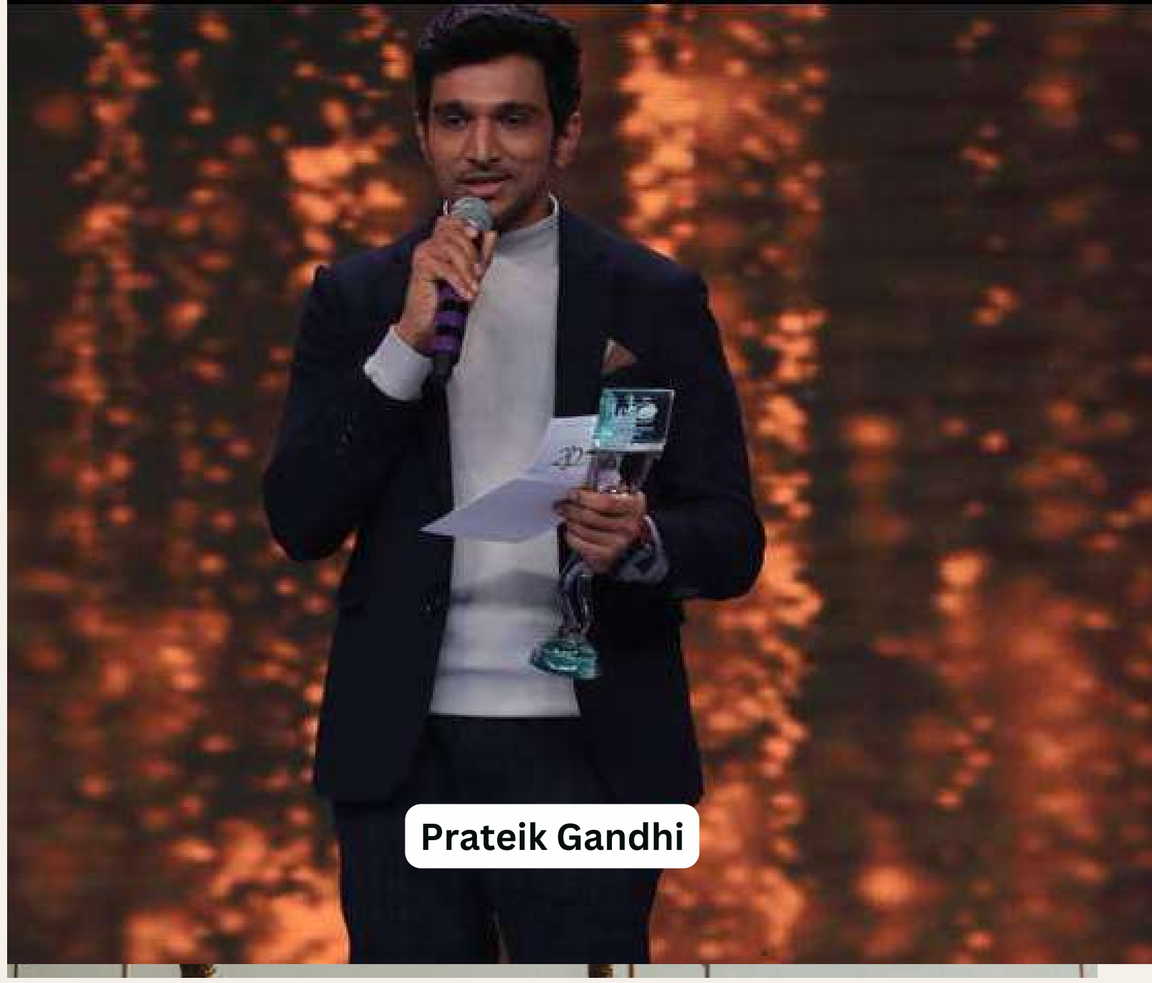


Krushna Abhishek , Maniesh Paul

The 20th ITA Awards were held at Reliance Studios, Mumbai, on February 14, 2021. The event was graced by stars from television and digital platforms. Popular actors and milestone serials were honored for their contributions to the entertainment industry. The ceremony was hosted by Maniesh Paul, with humorous interjections by Krushna Abhishek, and attended by many well-known faces.



Engin Altan Düzyatan



Prateik Gandhi



Lior Raz



Anu Ranjan, Ekta Kapoor

This year, shows like "Scam 1992," "Anupamaa," "Naagin 5," "The Kapil Sharma Show," "Jamtara," and "Aashram" were among the big winners.

Alyona & Sanjeev Kapoorr

Ridhi Dogra, Sanaand Verma

Aalisha Panwar, Shivya Pathania

Rajiv Thakur, Shweta Tiwari, Urvashi Dholakia

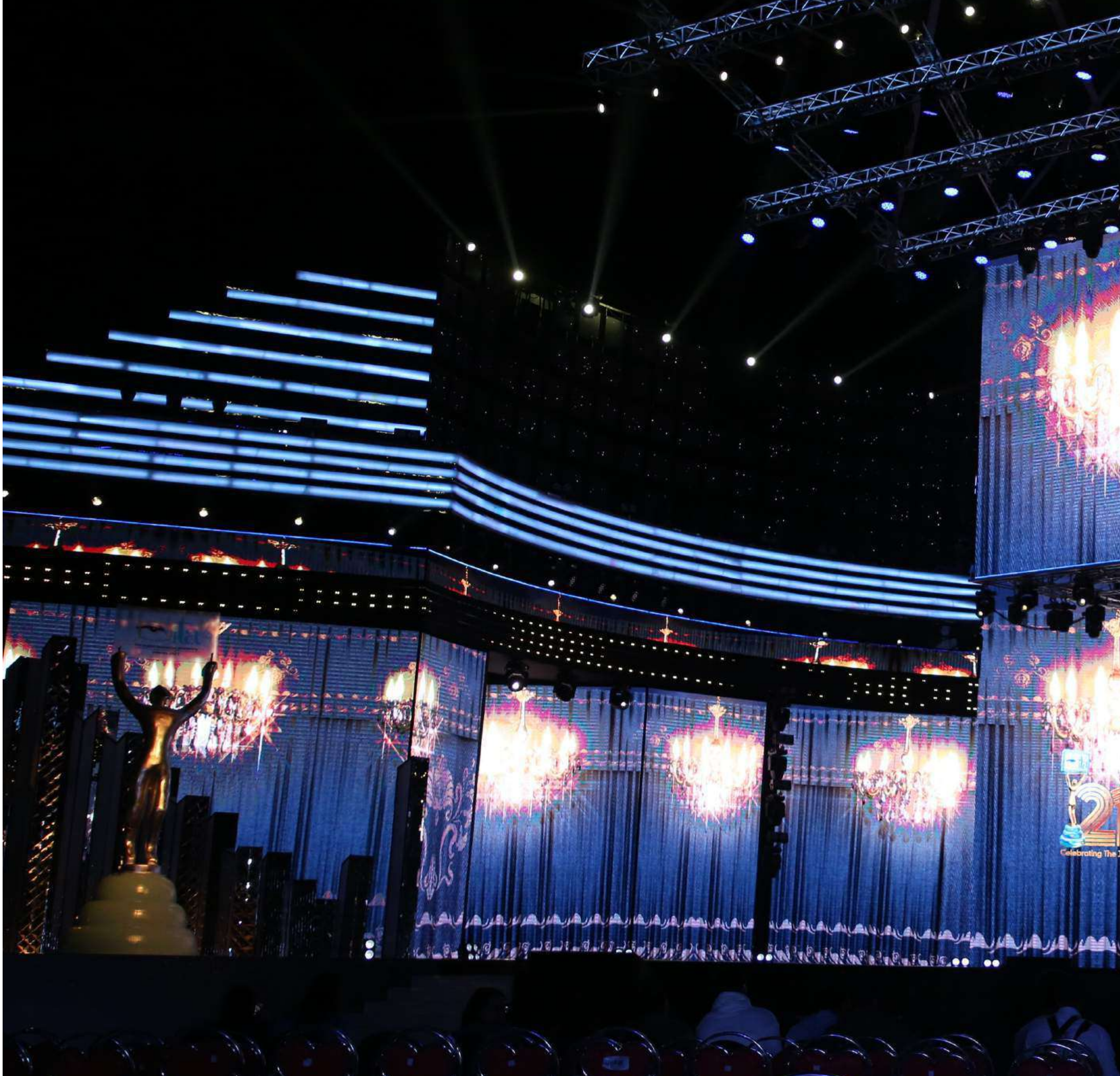

Krushna Abhishek


Deeya , Tony Singh, Gaurav Gera, Mona SIngh


Gajra Kothary, Aasiya Kazi, Purnendu Shekhar


Akansha Ranjan Kapoor

The Milestone awards were bestowed upon iconic shows that have made a significant impact on television and in the hearts of audiences, including "Yeh Rishta Kya Kehlata Hai," "Comedy Circus," "Khichdi," and "Tarak Mehta Ka Ooltah Chashmah." Internationally, Lior Raz and Engin Altan Düzyatan were recognized for their performances in "Fauda" and "Diriliş: Ertuğrul," respectively.





year 2021



Alia Bhatt



Karan Johar

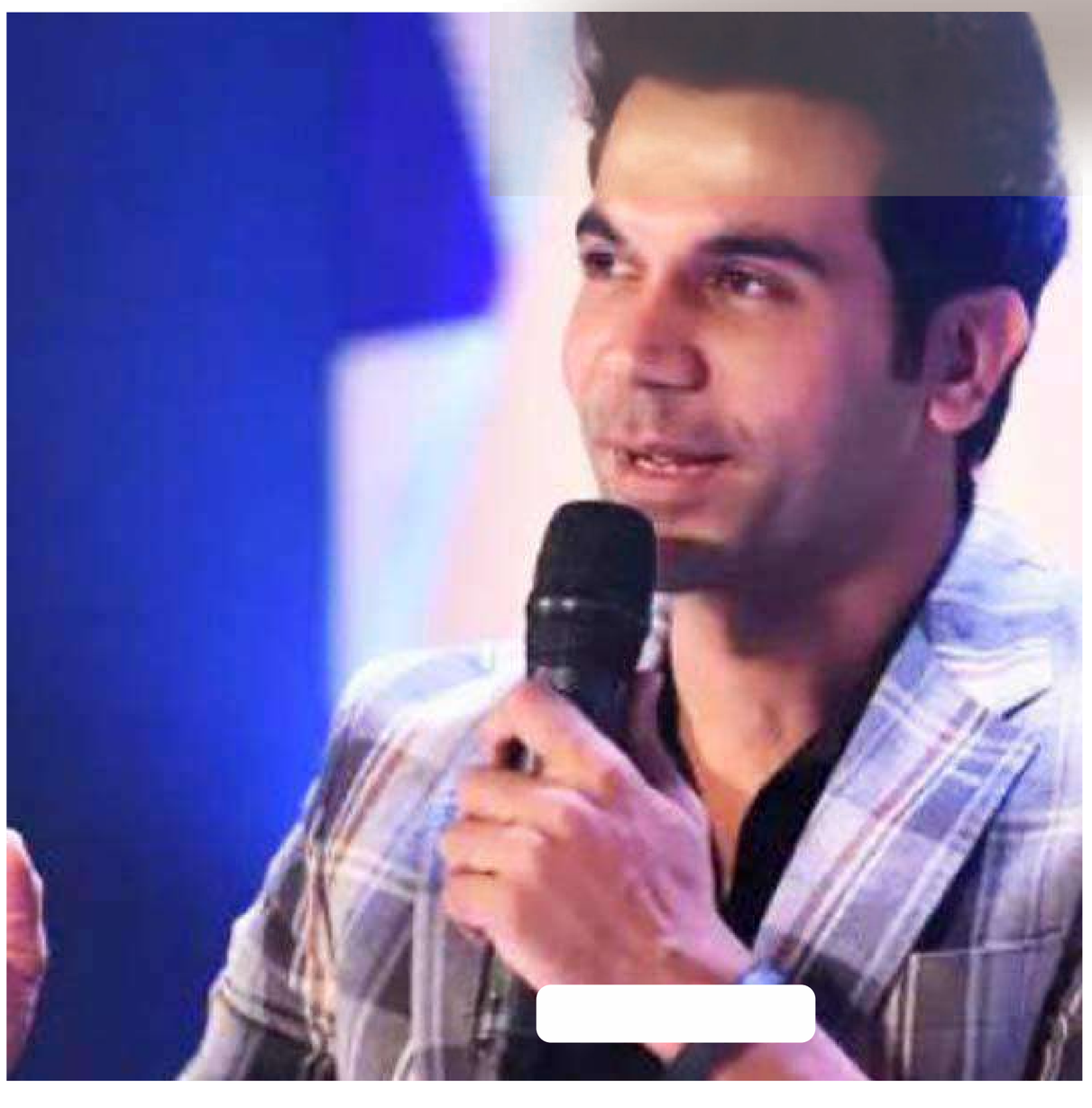


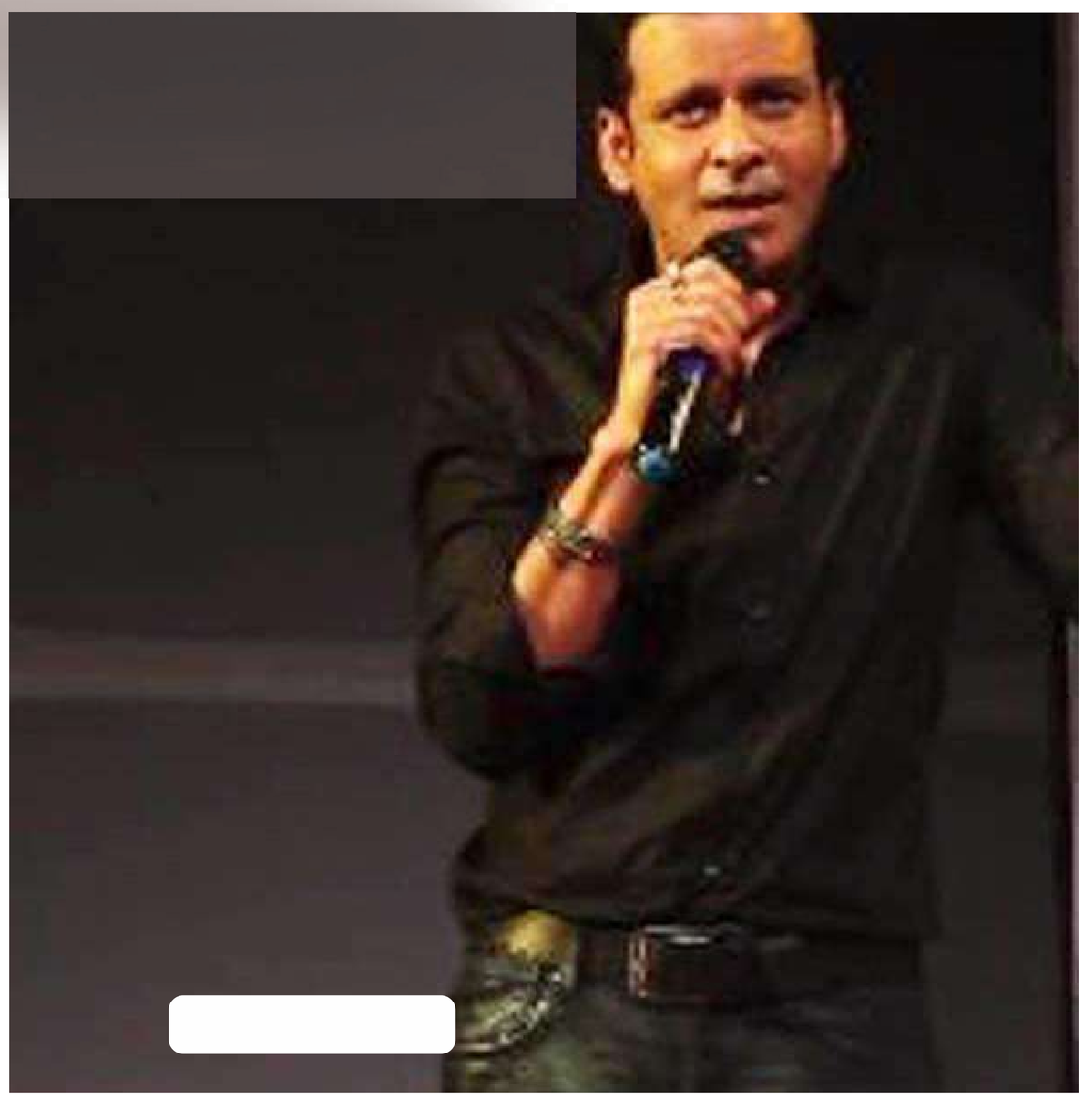
Pankaj Tripathi



Ranveer Singh











The 21st ITA Awards was hosted by Rithwik Dhanjani and was attended by celebrities from the TV industry and Bollywood



Winning an ITA Award is a dream come true for many artist, as it is one of the biggest and most competitive award shows in the industry.

Anurag Basu



Making it one of the most popular and prestigious nights in the entertainment calendar.







Janki & Nakuul Mehta



Apara Mehta, Alka Yagnik

Alia Bhatt and Ranveer Singh showcased their camaraderie, grabbing all the attention at the event. The evening honored the best talent and featured stunning performances by a bevy of stars



Madalasa Sharma



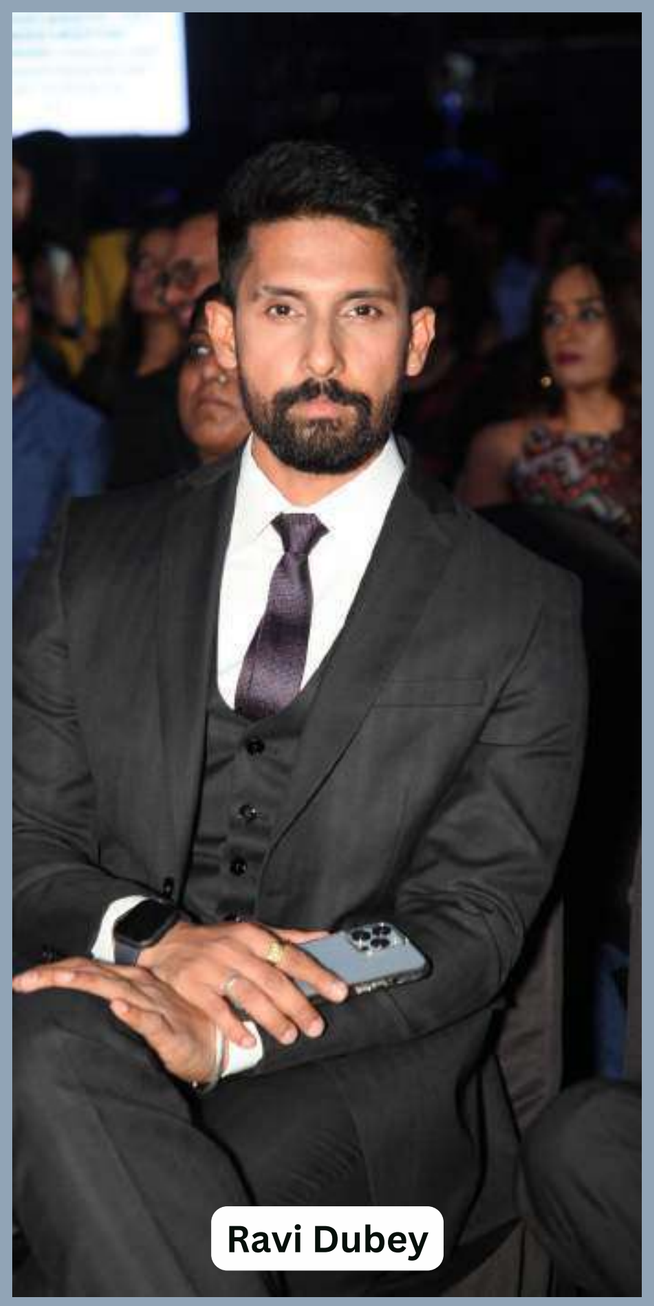
Hina Khan



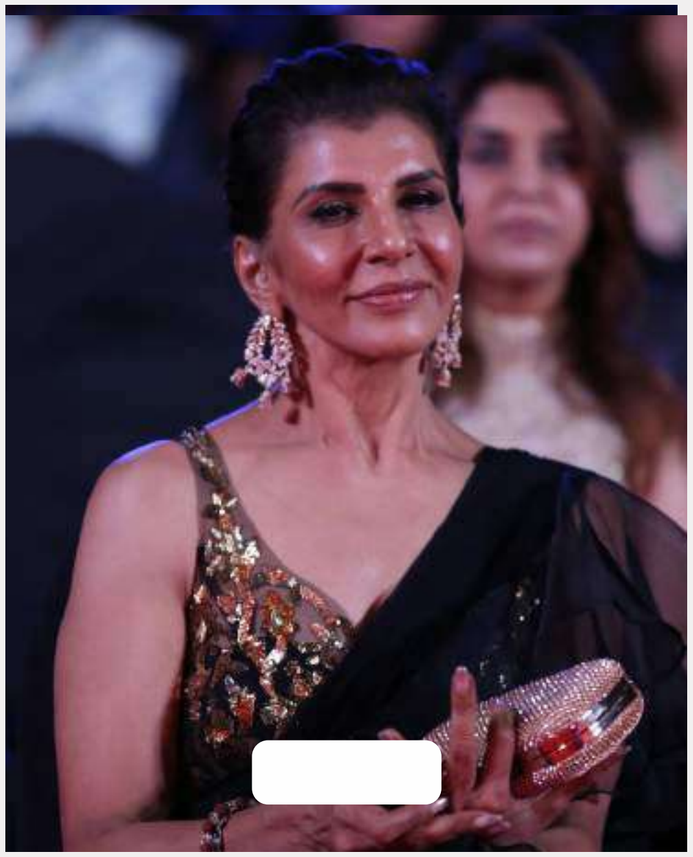
Nia Sharma



Ankita Hooda, Deepak Chabbria



Ravi Dubey















year 2022



Raveena Tandon



Sonu Nigam



Varun Dhawan

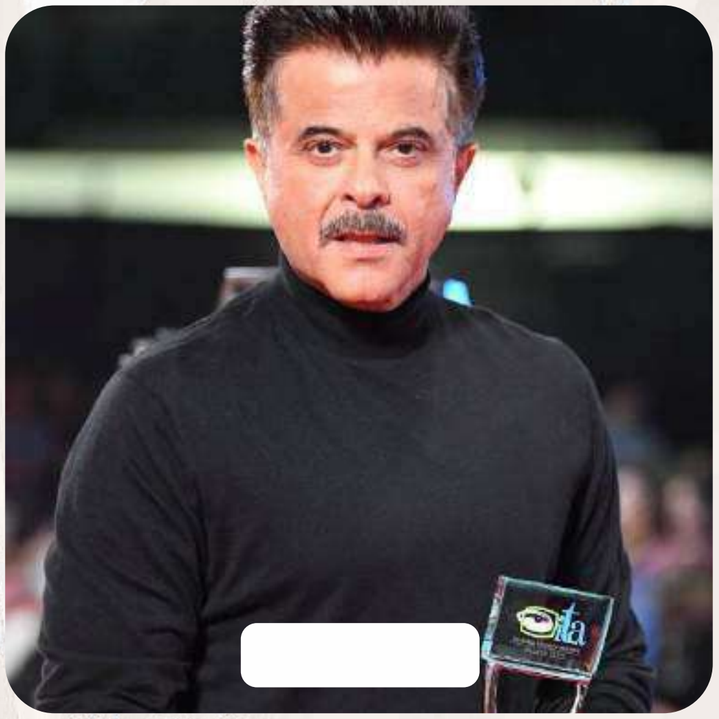
It was a dazzling night at the 22nd Indian Television Academy Awards, held in Mumbai on December 11 at Filmcity, Mumbai. Laughter filled the air as host and entertained the audience with witty remarks and charming antics. The event was a perfect blend of sparkling performances, hilarious comedy, and heartfelt acknowledgments.

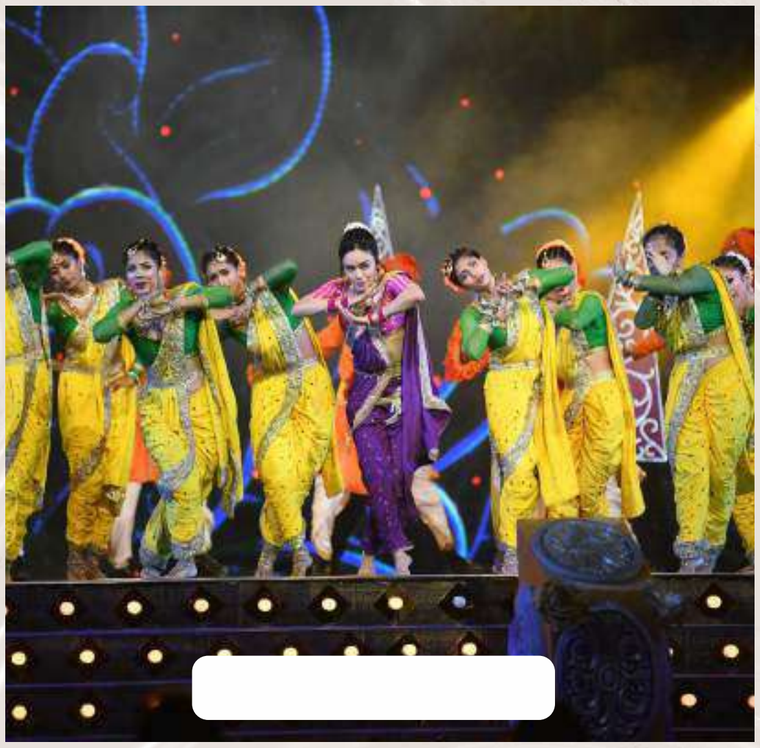






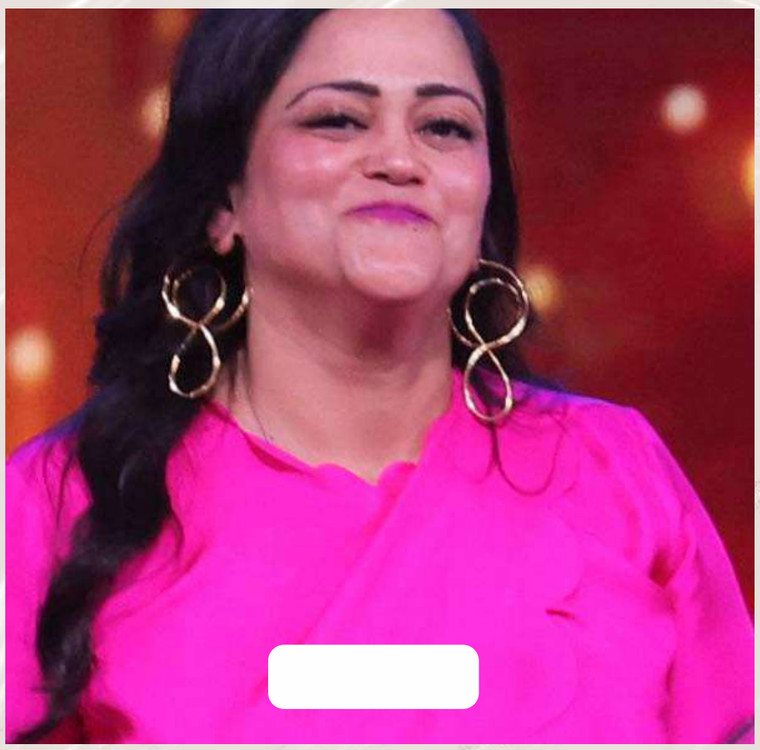




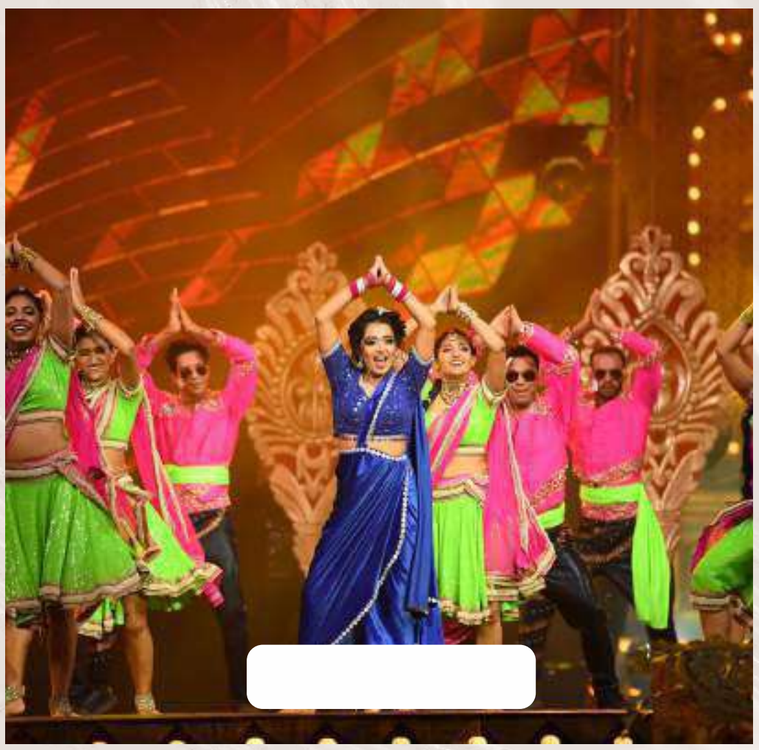














Jim Sarbh

The evening was further illuminated by captivating performances by Amruta Khanvilkar, Sapna Chowdhary, Monalisa, Sukhwinder Singh, and Sonu Nigam, making it a night to remember in the world of entertainment.



Nimrat Kaur



Sumedh Mudgalkar , Siddharth Nigam



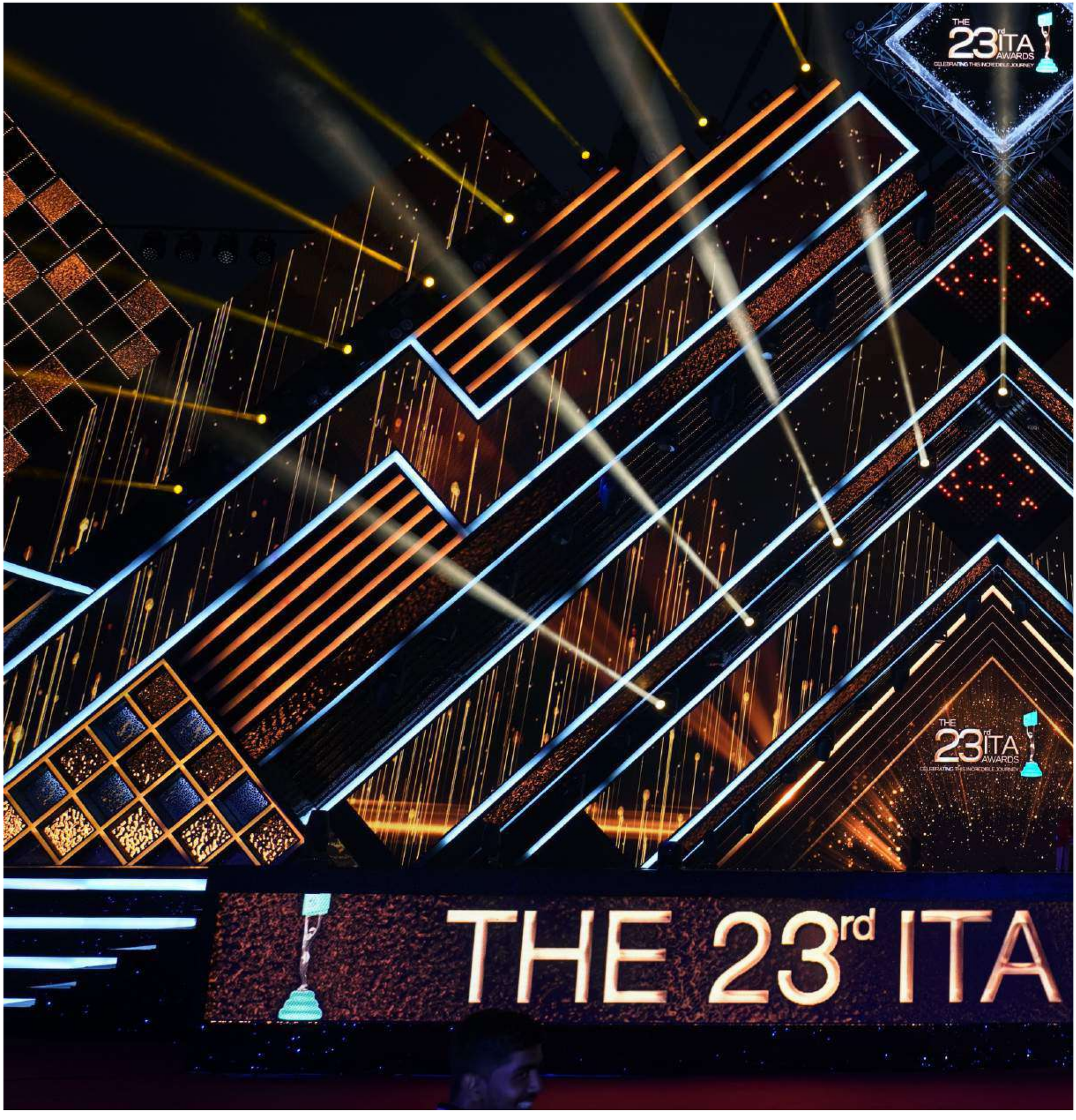
Abhishek Bachchan



Nikhil Advani



Murad Khetani


THE 23rd ITA AWARDS
CELEBRATING THIS INCREDIBLE JOURNEY
THE 23rd ITA

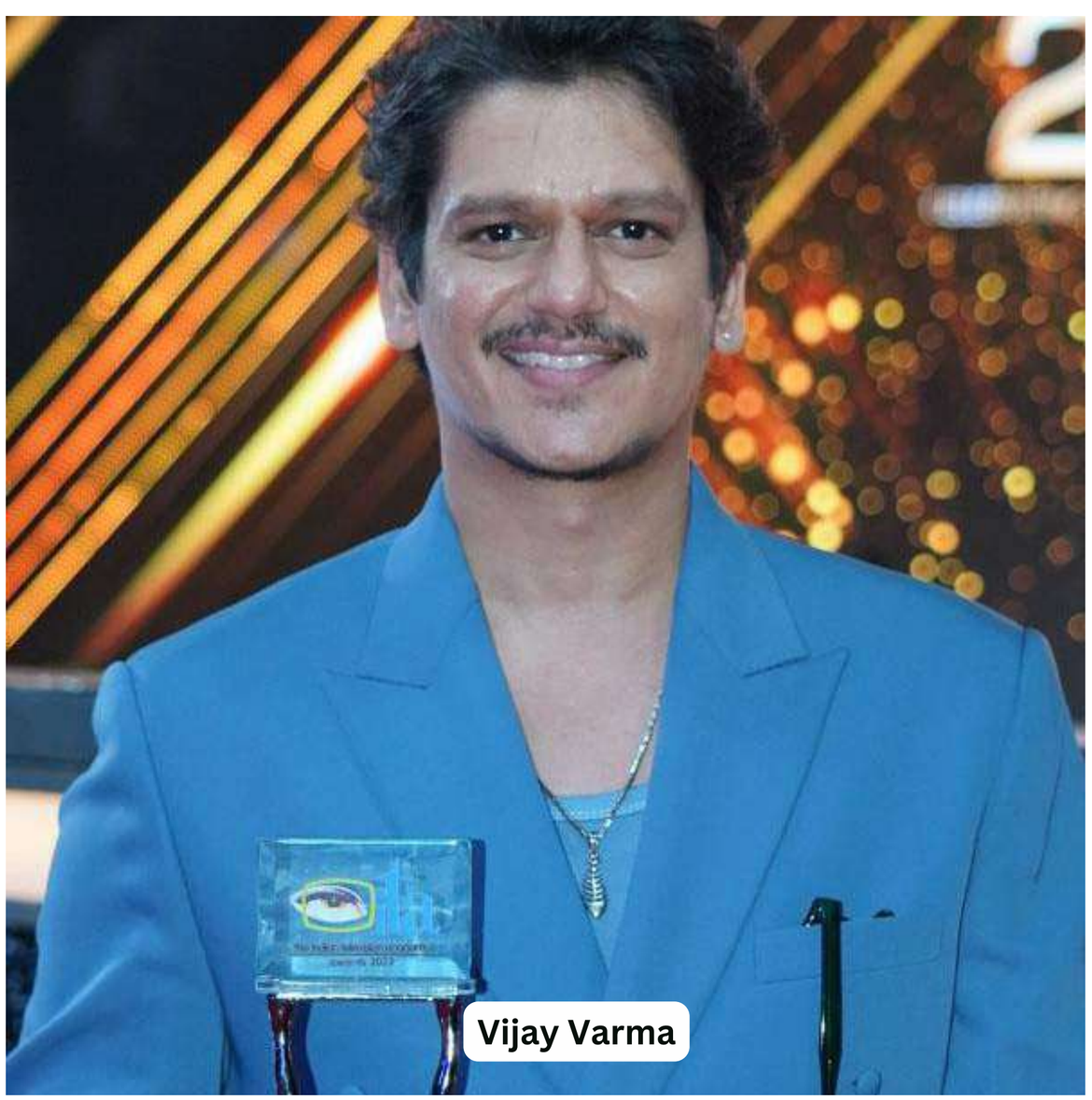


year 2023



Hrithik Roshan

The ITA Awards, dazzled Mumbai, with a star-studded affair that brought together luminaries from both the entertainment industries once again. The guest of honor was the Minister Ms. Smriti Irani.

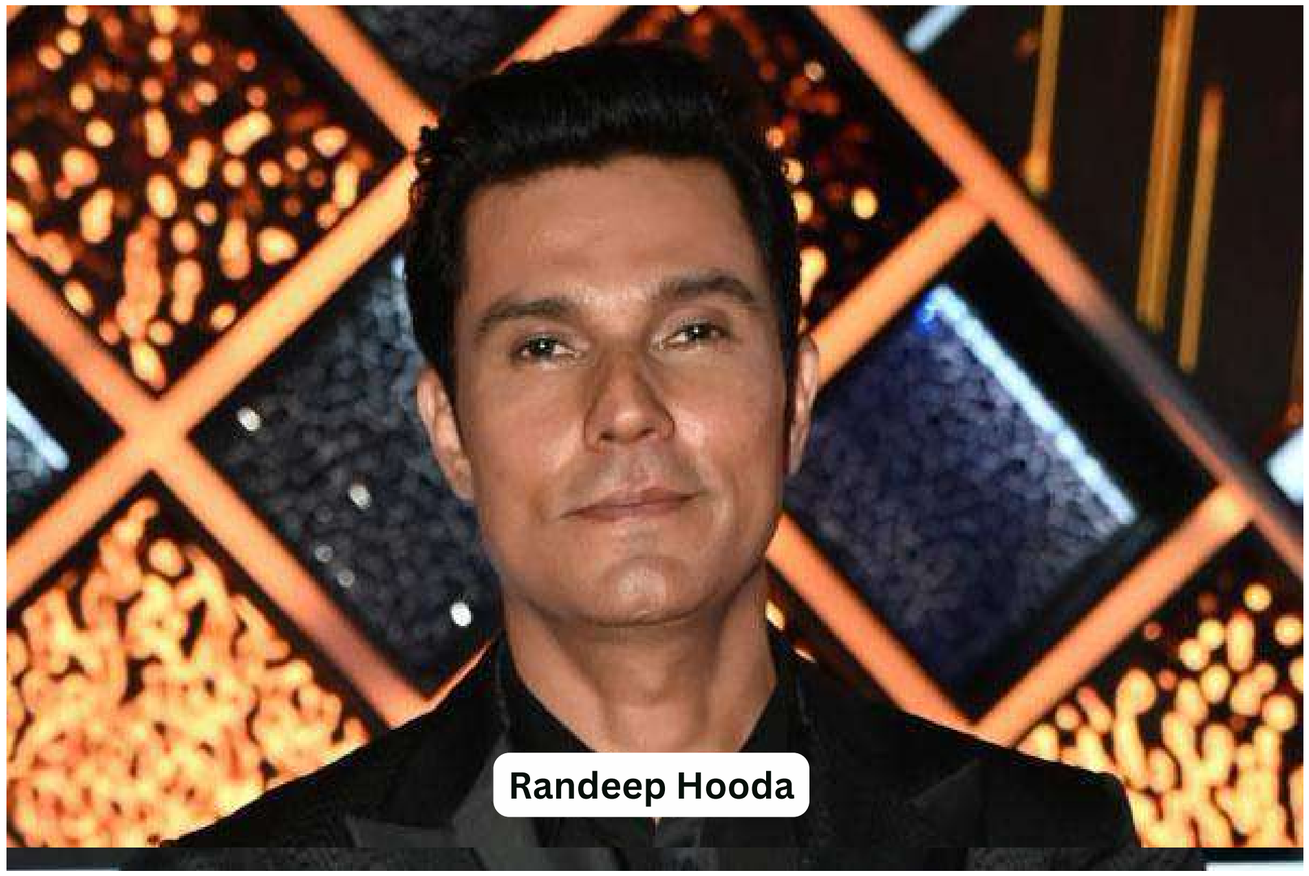


Vijay Varma



Aditi Rao Hydari

Hrithik Roshan, Rakesh Roshan. Rani Mukerji & Jeetendra, Bhumi Pednekar, Sobhita Dhulipala, Rohit Shetty, Zakir Khan and several other celebrities were also present adding to the glitz and glamour of the event.



Randeep Hooda



Nimisha Pandey,Monika Shergill , Aparna Purohit , Ankita Hooda, Anu Ranjan & **Smriti Irani**



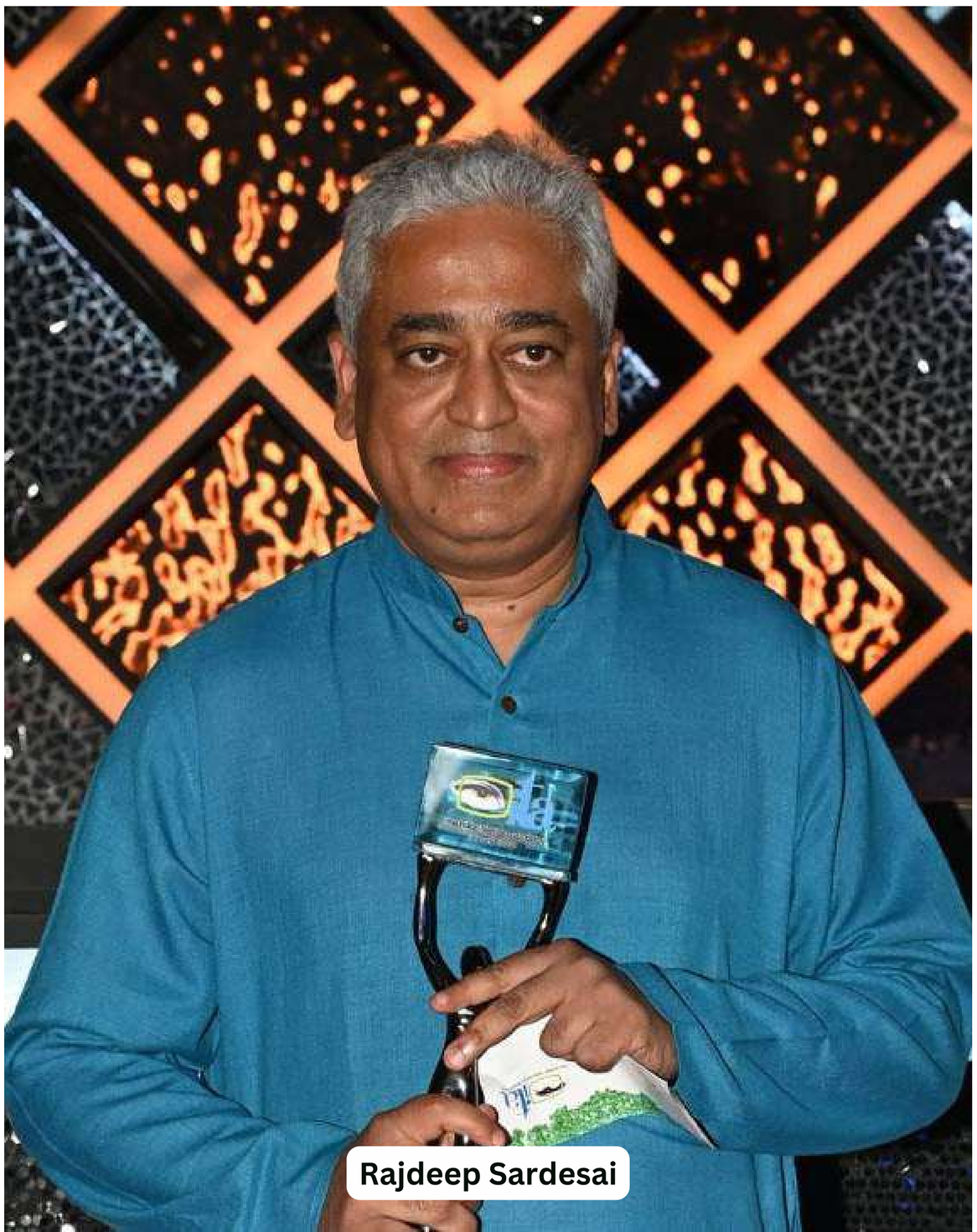
Rani Mukerji



Shriya Pilgaonkar


Navika Kumar

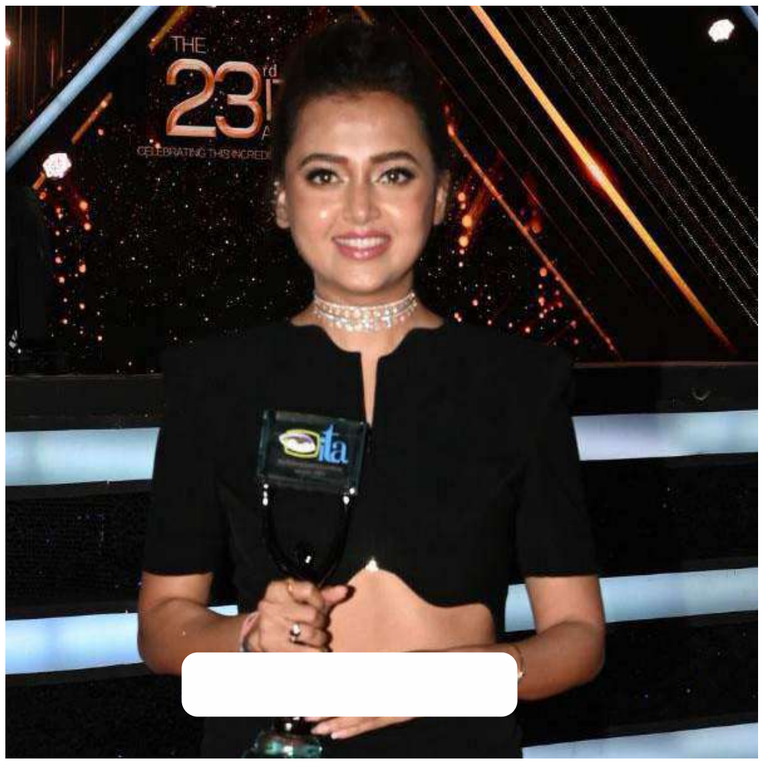

Rahul Kanwal


Rajdeep Sardesai

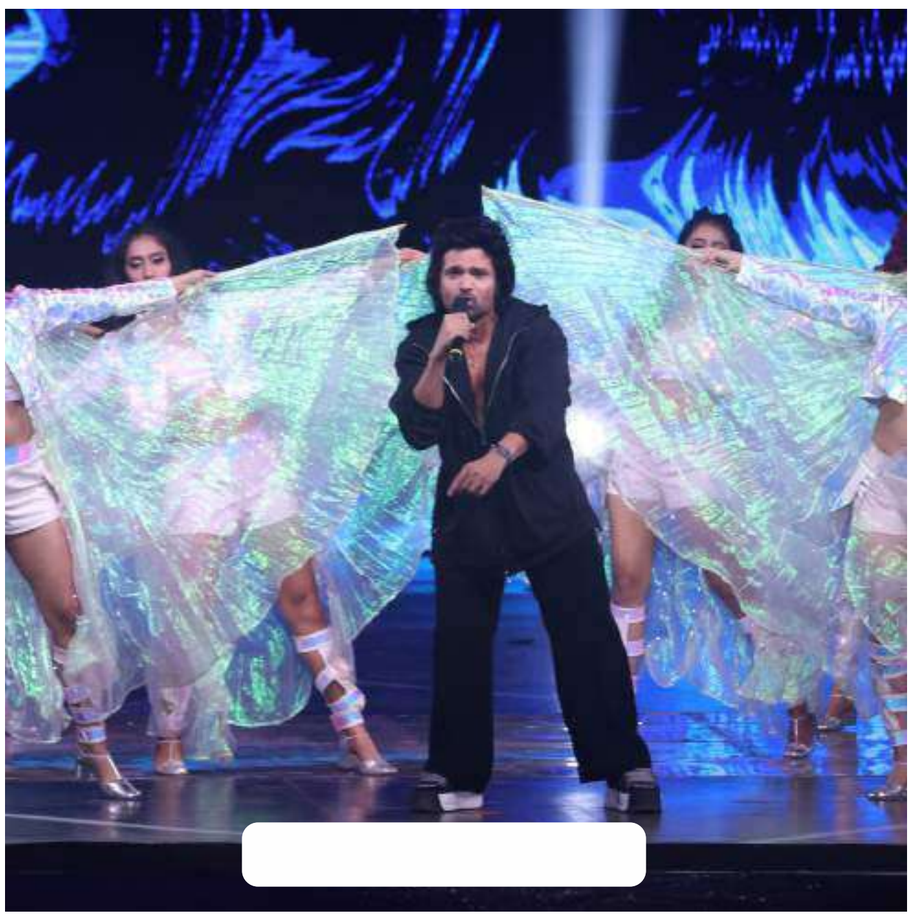

Padmaja Joshi



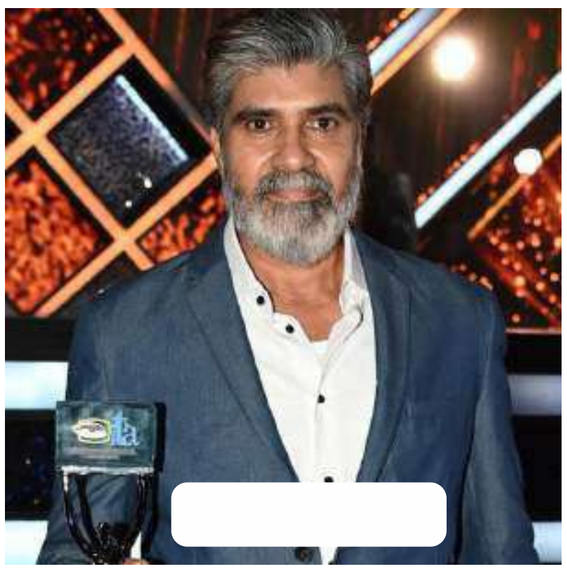



THE
23rd










THE 24TH ITA AW
24
CELEBRATING OUR PRE
THE 24TH ITA A


WARDS 2024
WARDS 2024
year 2024

MOMENTS TO REMEMBER


Rajkummar Rao


Manoj Bajpayee


Rasika Dugal


Ravi Kishen


Soni Razdan


Neena Gupta



Kumar Sanu


Konkana Sen


Meenakshi Seshadri
Jackie Shroff


Jitendra Kumar

The 24th ITA Awards celebrated excellence in Indian television and digital entertainment, honoring outstanding performances and innovative storytelling. The grand ceremony featured star-studded appearances, emotional moments, and spectacular performances, solidifying its legacy as a prestigious platform for the best in Indian entertainment.











Popular shows like Anupamaa, Yeh Rishta Kya Kehlata Hai, and Bhabiji Ghar Par Hain! dominated the evening, with stars such as Rupali Ganguly, Harshad Chopda, Pranali Rathod, Shubhangi Atre, Aasif Sheikh, and Rohitashv Gour winning accolades for their stellar performances.






Shivangi Joshi
Rupali Ganguly
Nia Sharma
Siddharth Nigam
Sumedh Mudgalkar
The night was further elevated by scintillating performances, star-studded appearances, and heartfelt moments, reinforcing the ITA Awards as a prestigious platform for Indian entertainment.
Hiba Nawab
Krushna Abhishek
Daler Mehndi
Krushal Ahuja



Nikhil Advani



Jaideep Ahlawat



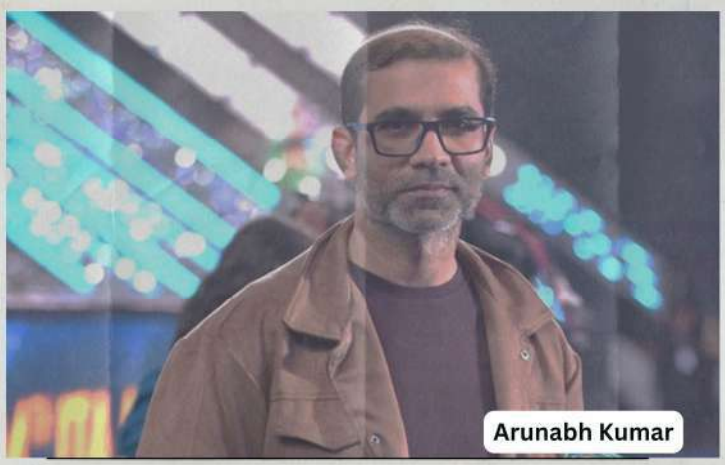
Taapsee Pannu



Sanjay Leela Bhansali



Manisha Koirala



Arunabh Kumar



Rajdeep Sardesai, Rahul Kanwal, Hon' Shri Piyush Goyal, Anu Ranjan



Sushant Sinha



Smita Prakash



Hon' Shri Piyush Goyal, Rakesh Roshan, Swati Sapna, Monika Shergill, Shashi Ranjan, Rajesh Roshan



Sweta Singh, Anjana Om Kashyap, Hon' Shri Piyush Goyal, Anu Ranjan



Navika Kumar

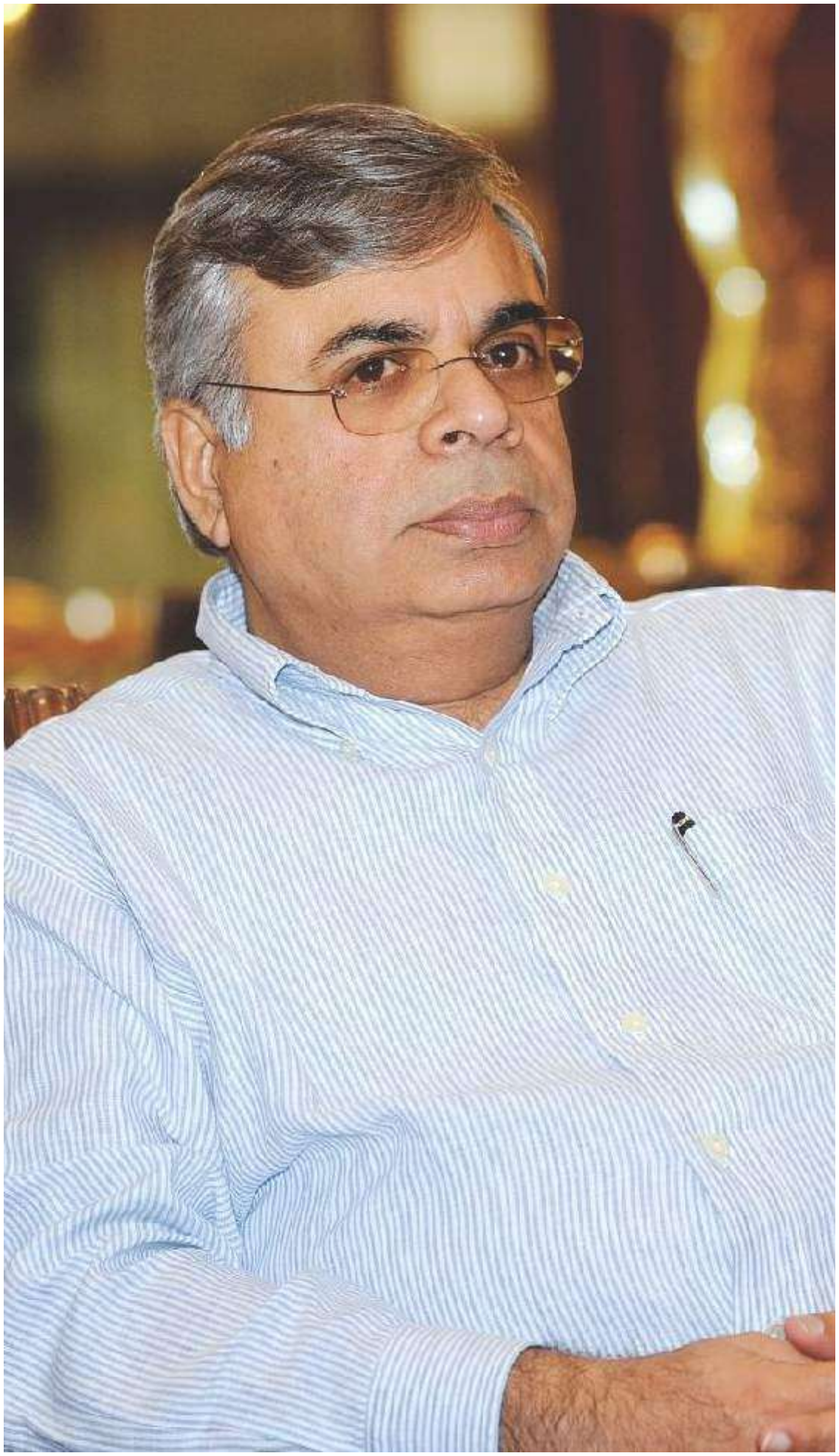
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25 SPECTACULAR YEARS OF HONORING THE LEGENDS OF ENTERTAINMENT!

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tale of the ita



A. P. HINDUJA...

A Powerhouse Hinduja!

A strong believer in astrology, his stars have taken him places. But he's just gone on to prove that a well acknowledged surname is not all that it takes to make it big in this era of economy. The youngest of the four Hinduja brothers, A.P. Hinduja is one workaholic man. Joining business immediately after his graduation, he proved his mettle as an efficient businessman after intervening in Iran's attempt at tackling the potato-onion crisis. While this strengthened the Indo-Iran ties, it also anticipating-ly paved a way for an upcoming business' bright spark!

The youngest of the Hinduja clan, he successfully impressed his brother G.P. Hinduja with his proficiency at handling things. His advent into Television came in the year 1995 when IndusInd Media & Communications Private Limited (IMC) launched a project worth Rs.500 crore to set up a countrywide cable network. A joint venture between Hindujas and IndusInd, IMC was promoted by NRIs under the guidance and supervision of Mr. S.P. Hinduja, The Chairman of Hinduja Group. The service was collectively named as IN Network and in the beginning comprised two cable TV facilities- IN CABLE NET, a 33-channel cable TV system and an exclusive city-specific cable TV (IN DELHI). Later on, IN CABLENET was launched in Mumbai as IN MUMBAI. While it reached far and across, it chiefly revolutionized the scenario of cables. With an aim to protect small cable operators it simultaneously enabled them to earn more by becoming franchisees. It employed over 50,000 people both directly and indirectly. The system, at that point of time was so designed so as to deliver every TV signal from the sky to the viewer on the ground. It was the first of its kind facility combining cable and satellite TV.

Though Hinduja entity has been in India since 1914, its first major acquisition was procuring Ashok Leyland from British Leyland, its parent company. While a full-fledged professional he is, on the personal front, you get a glimpse of the lighter side of the business tycoon through his complete fascination for the Indian Film Industry with Amitabh Bachchan being his ultimate favorite.

As a friend who does not hesitate to speak his heart and as a business personality who has carved niche of his own, in spite the sprawling family business empire, Ashok Hinduja continues to inspire all who dare to dream.



ADHIKARI BROTHERS... Gautam and Markand

Sibling Revelry - SAB Mission - SAB se bada smile :-)

Come Smile With Us – this is how two brothers tried to entice couch potatoes,10 years ago.

That was the time when the small screen was striving to become big. Indian television's big players - Star Plus, Sony TV and Zee TV were swamping the TV screen with weepy family dramas. This is when two brothers popularly known as Adhikari Brothers – Gautam and Markand decided to bring a smile to the viewer fatigued of tearjerkers.

With a keen business acumen, the siblings resolved to move into an unchartered territory that none of the big players wanted to risk getting into.

They launched SAB TV (2000) as a 'relief channel' with a baseline, Come Smile With Us. The channel was a complete breakaway from the family drama genre to comedy. Though they were aware that they were swimming against the tide, Adhikaris were very clear, "We want our channel to be a specialised item in a general store." This was a complete deviation from their core competence (producing television content).

And so cutting across the clutter of weepy soaps, Adhikari Brothers dished out **Office Office** that appealed to the viewer harassed by corrupt public officers. The sitcom remains etched in people's mind even today and has left the viewers asking for more.

Among their sitcoms, Office Office and Yes Boss continued to be the top grossers.

Not content with winning the Hindi language soap-viewers, the sibling revelry stretched out to grab the regional eye balls as well and out came a strong regional brand - MI MARATHI. They also dabbled into the news arena and launched a Hindi views channel now known as Live India.

25 years down the line, the Adhikari Brothers have created a niche for themselves in the world of Television.

While the siblings were just content providers they also had the vision of growing into a broadcasting company. And so the Adhikari brothers dared to sing a different tune at a time when the three major players, Star Plus, Sony TV and Zee TV were in the race to grab eye balls with a slew of family dramas.



ALEX KURUVILLA...

Alex ,MTV Bakra Kuruvilla

Heck, all we're trying to say is that though Alex has long moved out of MTV to head Condé Nast, he has left behind his footprints in the corridors of the Channel's office.

He hit the right chords when he established India's first music channel, MTV. As Managing Director of MTV Networks India, Alex transformed a foreign channel to appeal to the Indian taste while retaining the western traits.

And before you could croon DO RE ME... the youth and the young at heart were already addicted. "Youth is our reason for being. We will always be 19," he had said. Alex made Indipop hip and changed the idea of what a music channel is expected to be.

Irreverent. Maverick. Cool.

The launch of Bakra was the turning point for MTV India. It developed a cult across the country and sparked off a wave of reality humour. So much so that when the news of Alex quitting MTV broke, many questioned – Is he pulling a Bakra?

Consistently positioning the Channel as youth Channel, Alex launched the MTV Style, a range of clothes and accessories, followed by the hugely successful MTV Citibank credit card.

How did he manage to enjoy the undisputed leadership position? "There's no formula. We innovate every minute of every day," he had said. Since just playing music was not their only agenda, Alex launched signature events like the MTV Immies, the music industry's biggest awards platform, MTV Style Awards, bringing fashion and music together.

During his tenure MTV diversified and launched Nick a kids' channel and VH1, an international music and lifestyle channel.

In 2005, after six years, Alex started feeling he should move on. And so one fine day, unknown to the insiders he put in his papers. Not only was the industry shocked, he had surprised even himself. His own first reaction was "shit what did I do?!"

And then he wanted to do something crazy. "I offered my sister living in the US that now I'll come and mow your lawn for 5$ an hour and take the kids to school." He wanted to go down Amazon, visit an ayurvedic spa.

Dear Alex, we hope you were able to fulfill all that you aspired to do in your free time. All we can say is – Ye bakra bada Cool hai!

ALOK NATH...

Rising above the Role!

He set the standards of acting on Television. Brooding eyes, a mellifluous smile and a face that could launch a million expressions, Alok Nath took the country by storm in his very first appearance on the small screen.

That was Buniyad, Ramesh Sippy's magnum opus on India, which recounted the Nation's journey from Partition onwards. Alok played in it the protagonist, Master Haveli Ram, who was a micro representation of a nascent Nation struggling with its own aims and aspirations.

The choice of Alok Nath for Haveli Ram was almost an accident. A vague reference facilitated for him an audience with Ramesh Sippy and then it happened! Just one look at him and the maverick director fired the salvo, 'Ok, can you be free for me for a year?' Alok didn't know what hit him – after agonising moments of near stupor, he just mumbled, 'For you, Sir, I can be free for life!'

And next he knew, he was shooting for Buniyad in the garb of Haveli Ram. As Haveli Ram, Alok's connect and impact on the viewers was phenomenal. Till today, people swear by his virtuosity in essaying that role!

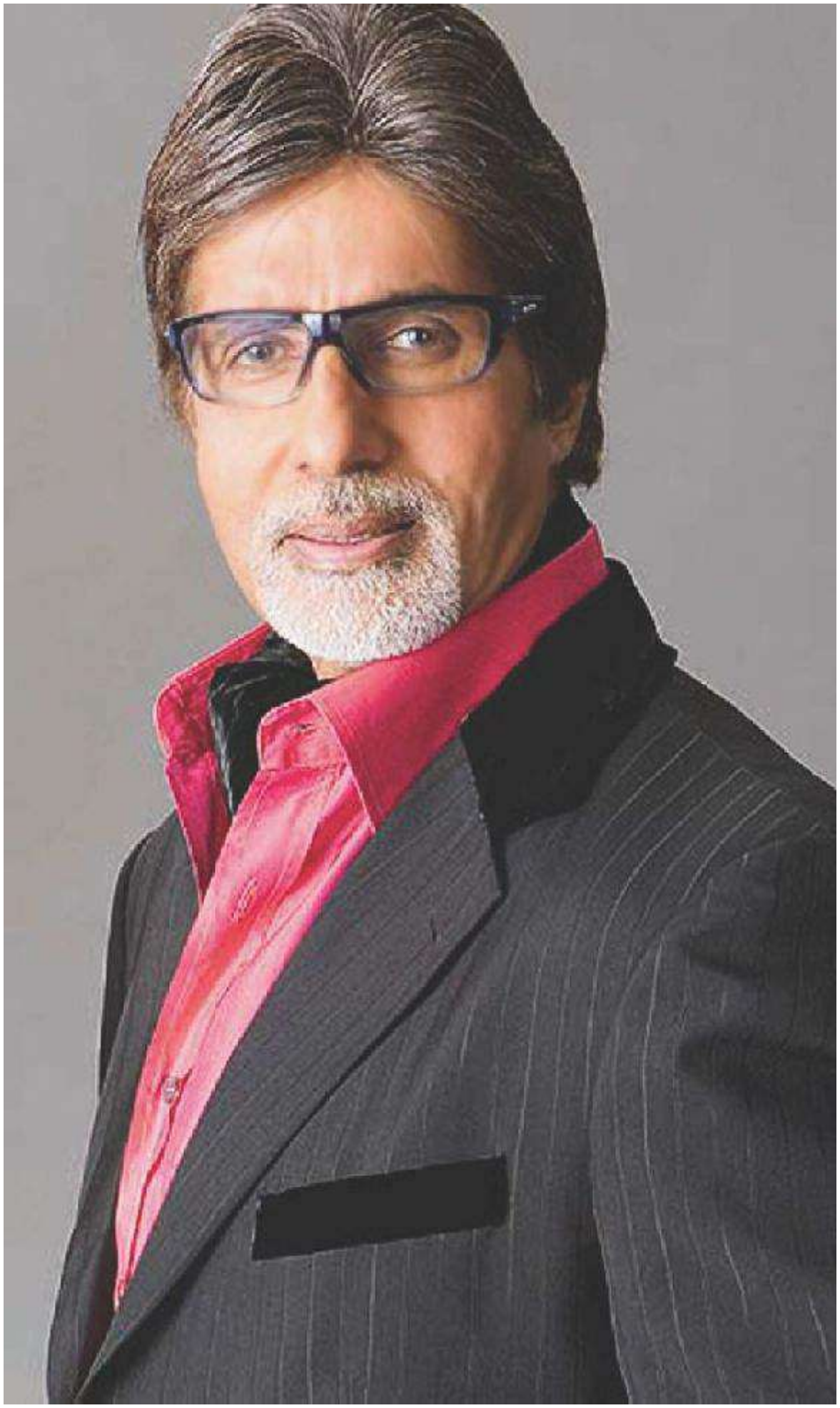
The role encompassed the journey of a man from when he was in his 20's to when he stepped into his 80's and that last impression stuck in everybody's mind. So in the collective memory of people, Alok Nath turned an old man! That has been a bane as well as a boon for Alok in his acting career – bane, because he was saddled with that elderly image and young roles just didn't come his way and boon, because he was spared the anxieties and the brittleness of a leading man's career… he has never been out of work!

Because of Haveli Ram, he was also caged in the character's dove-like, docile image and hence, generally only the softies, the goody-goody and the meek came his way to play on the screen, ignoring his wondrous versatility as well as the volcanic intensity he is capable of oozing on the screen. Just look at his Thakur Uday Pratap Singh in the recent Yahaan Main Ghar Ghar Kheli and you would know what we mean.

Today, the name Alok Nath is synonymous with deftly nuanced acting. He can infuse life into any cardboard character coming his way. He is one of those actors who can rise above the role and the script. He can survive banal lines and humdrum directing.

He is in a league of his own!





AMITABH BACHCHAN...

Name that's an Era!

He is a Pole-star that has illuminated the horizons of entertainment in the country like never before. On the marquees, his name draws the audiences like bees to honey and it has been so for decades on. His performances have given a whole new grammar of Acting to the NextGen aspirants in the genre.

In his TV-avatar with Kaun Banega Crorepati, he opened the floodgates of fortune for the medium. It was after KBC that the show-budgets on TV went through the roof and it soared to be the Colossus it is today. Before KBC, the channel Star was just toddling in its first tentative steps towards the makeover from an English Channel playing old US shows to a Hindi one with totally fresh programming.

In searching a tent-pole for the fledgling channel, Star honchos of that time, Peter Mukerjea and Samir Nair decided to gamble on Amitabh Bachchan and it proved to be no gamble at all. The living legend gave them a slingshot to send the channel flying to the very top!

With the Amitabh abracadabra, the toddler's trot became an Olympian sprint and Star whizzed past competition, never to look back again. Seeing was believing the 'connect' of KBC with the viewers and 9 PM became sacred for millions to sit glued to the TV and the show like doing the daily Aarti.

Come to think of it, if you had walked out of your house at that hour and passed through any Gali or Baazaar, you wouldn't have missed a single question as at every nook and corner, at every step of yours, you would be hearing TV's tuned into KBC. And his uniquely imaginative and innovative phraseology of, 'Computer Jee… Lock Kiya Jaaye!', etc. entered the collective lexicon of the Nation!

That's the Big B hypnosis!

It's as if the king Midas of Phrygia were reborn in our age and times, turning into gold whatever he touches. And who knows it better than Television? But for his advent on it, the Indian TV scene might not have been what it is at present.

And don't we crave for more of the Bachchanesque on it!

ANAND MAHENDROO...

The Maverick!

He is the stuff non-conformists are made of! He has an innate urge to think out-of-the-box and lusts after whatever is unconventional. Anand Mahendroo defines unorthodoxy and is a craftsman of meritorious mettle.

An alumnus of the Film & TV Institute of India, he hungrily hogged there whatever was served to him by way of training in directing. Stepping out of the famed campus, he lost no time in realising the potential of Television and decided to wager his lot on it.

Those were the days of Doordarshan as the only channel in the country. When Anand knocked at their doors, they were found to be game for his 'different' ideas. Like, he wanted to do a Comedy with them, but it was to be a Comedy shorn of all the standard trappings of the Comic genre as often seen on the screen.

It would have none of the numbskull buffoonery of contorting faces, making a joke of handicaps and all those suggestive double-entendres! On the face of it, it seemed like inviting a commercial doom as Comedies were perceived by those traits only. Still, Anand stuck to his guns and made the exhilarating Idhar-Udhar without any of those ugly add-ons. And he came up trumps in that - the serial hit it off with the viewers famously.

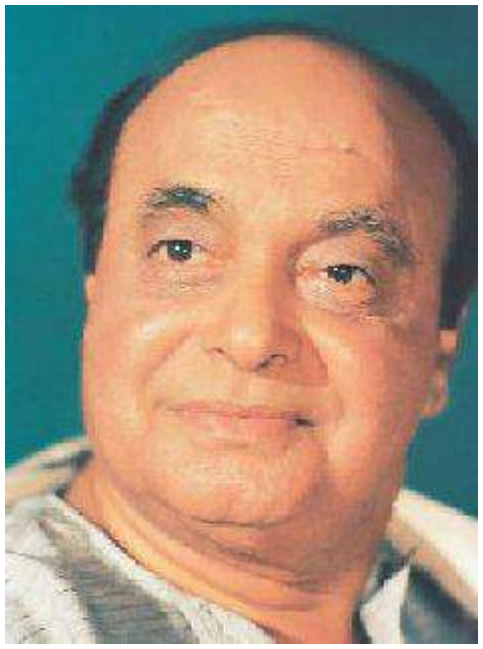
Anand Mahendroo had arrived!

It was followed by other successes like the comedy caper, 'Isi Bahane' and the Science-fiction show for children, 'Indradhanush'. And then something happened that catapulted the fortunes of Anand and we can say, of Doordarshan as well!

'Dekh Bhai Dekh' hit the small screen like a quake. It made viewers go dizzy with delight. Its blockbuster standing can be known by the fact that its revenues surpassed the pickings of the biggest feature films at the box-office in 1992, the year of its launch! Today, Dekh Bhai Dekh enjoys a cult status! It has spawned a whole chain of clones. What is more, besides being the pick of the common viewers, it has also been a connoisseur's delight and critics have sung paeans in its praise. It has enjoyed re-runs after re-runs and has been a toast of Indians all over the world.

With this one masterstroke, Anand Mahendroo has secured a place for himself in the pantheon of Indian Television!








RAMANAND SAGAR/ ANAND SAGAR / MOTI SAGAR / PREM SAGAR...

Sagar saga

Passion, determination and perseverance, apart from talent is all one requires to enter into the entertainment industry. And yes, a keen business sense is a must too.

The success story of the collective genius of the Sagars is not simply about a patriarch handing over the family business to his progeny. It is the story of a father inculcating right values and a sense of dignity of labour - not by sermonizing but leading by example. That was the legendary Ramanand Sagar aka Chandramauli Chopra. In 1936 he started his film career with a silent film Raiders of the Rail Road. A born writer with more than 25 films under his belt, Sagar formed Sagar Arts.

The doyen of television industry, Ramanand Sagar was first bitten by the TV bug in France while watching TV with a French family. He realised how TV was instrumental to bringing families together. He soon formed a TV software production company. In 1986 he tasted success with his television series Vikram aur Betaal. When he pitched the idea of producing a serialized version of the Ramayan to Doordarshan, it was initially rejected. But later after much dillydallying, the show was approved for 52 episodes.

Ramayan drew over 100 million viewers. The sobriquet of modern Valmiki was attached to him. He made more than 25 films and about a dozen serials. But the serials that brought him laurels were Ramayan, Shri Krishna and Sai Baba.

Ramanand Sagar knew that mentoring his sons and nurturing a home-grown team of writers-directors-producers-cinematographers will give him an edge.

***Ramayan* Revisited...**

Anand Sagar, honed his skills and independently directed ***Humrahi*** that won him 25 popular awards. Anand paid a tribute to his father by remaking ***Ramayan*** with new cast, screenplay with computer generated special effects for gen-next. The epic serial was the flagship product of NDTV Imagine.

Marketing genius and passionate lens man Prem Sagar had already won kudos with the award-winning films ***Lalkar*** and ***Charas***. With the emergence of new exciting medium, Television, Ramanand Sagar prompted him to explore the medium. It resulted in TV's first fantasy soap Vikram Aur Betaal.

Prem was given the charge of Marketing the free commercial time in the telecast hour on Sunday at 9 a.m., that became the nation's most awaited and revered hour. He ventured into software marketing and gave Doordarshan its first feel of moolah pouring into its coffers. He condensed 2000 hours of Sagar TV software into ***Sampoorna Ramayan, Sankshipt Ramayan, Geet Ramayan, Krishna Kathaiyen, Gurukool*** also creating 78 films for TV from the family repertoire. From making history with ***Ramayan*** to producing historicals and the world's greatest tales like Hatim, Alif Laila, Alladin, Alibaba, Sindbad the Sailor et al, the moghuls of entertainment continue to whip up mass hysteria. The secret of their success is their belief in constantly creating content with a soul, irrespective of cricket or any other mania.

ANDRE TIMMINS / SABBAS JOSEPH / VIRAF SARKARI...

The Three Musketeers!

Creative, versatile and unique are just the few words that come in your mind when you watch something that comes from the kitty of the Wizcraft Productions. The intimates who skillfully sculpted Wizcraft in the year 1988 are The Three Musketeers, Andre Timmins, Sabbas Joseph and Viraf Sarkari. Each of these talented personas from diverse lines of occupation came together to establish a company that sprinkled magic with its creativity and versatility. Giving Bollywood one of its most treasured awards, IIFA, Wizcraft with its touch of magic managed to grab the attention of people across the world and soon earned a reputation worldwide. These three Musketeers came from varied professions bringing in immense experience and dedication.

A long time industry veteran, Andre Timmins with his remarkable experience in the entertainment industry knew the business inside-out. Andre blends over 18 years in corporate communications and in 1988 Andre expanded his business horizons with the establishment of Wizcraft International Entertainment, creating illustrious events both in India and internationally. Sabbas Joseph, a former journalist who worked with some of the country's leading publications and an 18 year industry veteran, brought creative vision and strategic approach to Wizcraft International Entertainment. He has lead and managed several mega corporate events for the company. Viraf Sarkari brought his 18 years of Entertainment & Hospitality experience to Wizcraft International Entertainment, strengthening the technical infrastructure and expanding the organization's scope of business in India and across the globe. Viraf is closely involved in producing mega productions and concerts in India and internationally.

These three Musketeers gave Bollywood its most prestigious Award and Wizcraft Television has been involved with many events like Zee Rishtey Awards 2010, The Unforgettable Tour Diary, India Youth Icon Awards to name a few. It has also produced varied shows on various channels like Hole in the Wall on Pogo hosted by Cyrus Sahukar, Sajid Superstars for Colors and Nach Baliye 3 for Star Plus and Wizcraft recently took over Indian Idol 5 on Sony. Wizcraft is also behind the most talked about musical play which will have Hussain Kuwajerwala playing the lead in this musical play called Kingdom of Dreams.

These three Musketeers have achieved the inestimable success with their creative vision and sincere dedication and not only we but also the entire TV fraternity eagerly awaits their next venture.



ANITA KANWAR...

Lajo nahin aati?!

Just her name conjures up images of a docile, shy but impish Anita Kanwar as Lajoji in Ramesh Sippy's blockbuster serial of the 80s, Buniyad (1987- 1988). Buniyad, based on the theme of partition, took the nation by storm and Anita earned critical acclaim for her sensitive portrayal of Lajoji with twinkling eyes.

After this landmark serial wrapped up, Anita bagged films like Mahesh Bhatt's Janam and Mira Nair's Salaam Bombay and Thoda Sa Romani Ho Jaayen. This was the end of the 80s and also the end of her visibility on-screen. Anita, for reasons best known to her, just disappeared. Was she a victim of typecasting? No one would know that because she maintained distance from the media.

Even when she returned in 1999 as inspector KC in a howdunit series on Star Plus, Saboot, she had warned the paparazzi, "I will go back to hibernation," and then again in a 1999 interview she had stressed, "I may never act again."

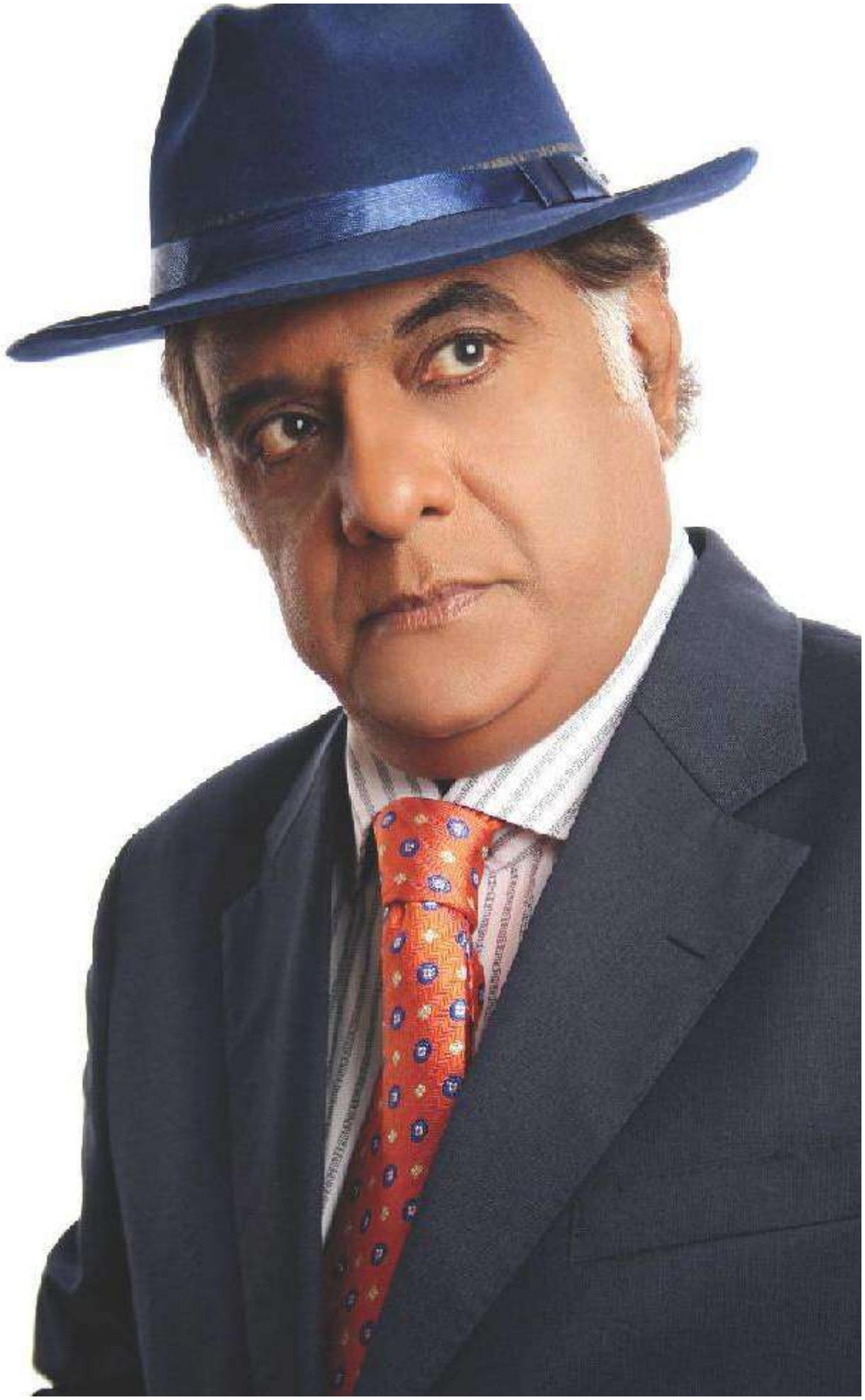
On another occasion when some journos tried to probe her, she had firmly said, "I do not wish to be rude, but I do not want to talk to the media about anything. Please respect my privacy."

Cut the frills and get me real roles – a no-frills woman with a mind of her own, Anita is perhaps blissfully happy with her current life.

Unfortunately after delivering memorable roles in films like Aadharshila, Mandi, Trikaal and many other films, Anita has remained an enigma. Alas, but that's where we lost touch with her. We hazard a guess that she is now living in Gurgaon, near Delhi.

It simply baffles us as to why this hugely talented and sensitive thespian has been in no mood to return to acting.





ANJAN SRIVASTAVA...

Uncommon phenomenon. That's Anjan Wagle Srivastav.

If not passion for acting then what could it have been that made a bank officer in Kolkata to have rushed to Mumbai after he got a green signal from his disciplinarian father? Active in theatre, Anjan sought a transfer to Mumbai and earnestly started chasing his dreams by enrolling with IPTA (Indian People's Theatre Association). He soon got noticed and grabbed the 'common man' role in R.K.Laxman's Wagle Ki Duniya.

If it weren't for his thirst for roles of substance, we wouldn't have had the delightful Wagle that Anjan projected. One can't think of any other actor who could have pulled that role off with so much panache as Anjan did. The serial was entertaining and it appealed hugely to people of all ages, caste, creed. Anjan's impeccable sense of comic timing endeared him to the viewer. With this he broke the comic stereotype.

In fact the name Wagle has come to stay with him, so much so that a producer decided to cash in on it and has launched a detective show with Anjan - Detective Wagle.

Apart from TV, Anjan has given some memorable performances in over 120 films, some noteworthy films are Golmaal, Mr India, Salaam Bombay, Raju Ban Gaya Gentleman, Kabhi Haan Kabhi Naa, Lage Raho Munnabhai, Chak De India, What's Your Raashee, Paathshala and many more.

Observant and a method actor, Anjan draws inspiration from his life experiences and people around him. He is one of the few actors who can represent the skeptical bureaucrat or the morally strong or conventional-narrow minded father with equal conviction.

Constantly seeking realistic roles, Anjan shys away from regular run-of-the-mill work. So passionate is he about good work that he is willing to work for a fee of Rs 10 only, in a play that offers him 'hatke' roles. "I can't do things just for money, I need good work, there has to be some intensity in character and some atmosphere to work in." he is quoted to have said. Now that's an uncommon quality of the common man!



ANU RANJAN

The Crystal-gazer!

She could see what others couldn't have the faintest clue of. She is her own friend, philosopher and guide. Her self-belief is simply indestructible and no cynicism, no criticism can crack it!

Hyper, high-octane and yet with impeccable clarity of vision, Anu Ranjan spent most of her formative years in the US. Coming back, destiny drove her to Shashi Ranjan and the two plunged into the 'Until death do us part!' bond, in a jiffy. That ushered Anu into the Show-world as Shashi was a part of it. He had already made his detour to TV and gone into producing and directing TV software. By default, Anu was also elbowed into the environs of Television.

With her laser sharp, observant acumen, Anu could gaze into the Crystal Ball and be seized of the impending mind-boggling potential of the still nascent medium. In this, she saw completely eye to eye with Shashi, who was also sure of Television being the future of entertainment in the country.

But there was much that was amiss here. The various sectors of the industry were working as islands and there was no umbrella underneath which they could acquire cohesion as a fraternity. Being a 'doer' and a 'go-getter' and not a mere 'Crystal gazer', Anu flung herself headlong into putting together what is known today as the only body of the medium in the country – The Indian Television Academy!

That's her pledge to serve her fraternity!

Anu is multi-pronged in her crusades! She also looks beyond Television to other concerns, like giving the long, long due honour and recognition to the achievements of women in the country. In this, she has created an annual occasion of salutation to the Indian Womanhood in The GR8! Women Awards! That's a platform on which the greatest of them have been honoured – be it Asha Bhonsle, Mahashweta Devi, Yamini Krishnamurthy, Aishwarya Rai, Neeta Ambani or what have you!

Still, her tour-de-force is '***beti***', a movement against the scourge of Female Foeticide rampant all across the country. Through '***beti***', Anu has facilitated a slew of junctures to spread awareness about the grievous damage that this plagued practice is resulting in, all across.

President, The ITA; Editor, the GR8! TV Mag; Founder, The GR8! Women Awards; Pivot, the '***beti***' movement… Anu wafts her way through all of that and more.

And you can't catch a cloud and pin it down!

ANURRADHA PRASAD...

Supersnoop Supervisionary Superwoman

Take your pick. Here comes the powerhouse of talent, Anurradha Prasad. She has her hands in every media pie that one can think of print, television, radio, media school for aspring journalists, mobile – huh!

How does she do it? Let's together wise up to her. With an innate ability to call a spade a spade, Anurradha started out as a feisty business journalist. In a career spanning two decades she has given the television industry B.A.G Films & Media, a production house that churns out quality content.

As a growing girl she had discovered a flair for journalism. The writing was clear when a twenty something girl barged into Parliament with a camera in tow. Her presence had left many senior journalists rather insecure. Her pleasant countenance belied the fact that she had lashed out at the government machinery calling it the biggest culprit because it had failed to help out the common man. The young journalist was preparing, and was prepared, to take on the electronic media, then in its nascent stage.
That was the making of our Supersnoop.

She then dished out a bagfull of assorted shows like Rihaee, about crimes against women; Sansani, another crime show and Poll Khol, the political satire, a hard wrap on the politicians' knuckles. Women's interests were never faraway from her scheme of plans, she offered them the unforgettable Kumkum, that became the talking point at many of the kitty parties.

Dynamic and high-voltage Anurradha is a woman with an attitude and an aptitude for fearless presentation of facts. This behemoth launched her own umbrella brand Broadcast 24 that includes 'News 24', a 24-hour Hindi news channel. Could she have taken a break and basked in her laurels? Nah. In 2008, she launched India's first Bollywood news channel E 24 and a 24-hour radio network Dhamaal 24.
Keeping pace with changing times and technologies, she has made B.A.G. Network available through her web service B.A.G. Convergence.
That's our Supervisionary.

Now you begin to understand this woman who firmly believes that chaos leads to creation.
She encounters illustrious men and women, never shrinks from asking hard questions and mothers but never smothers her team. And leaves the rest to Bhagwan. Allah. God...
And that's our Superwoman.





ARCHANA PURANSINGH...

The Booming Canon!

If you have only read about and not exactly heard a booming canon, just make Archana Puran Singh laugh and the next instant, you would be blasted with that resounding laughter of hers. Archana Puran Singh instantly drowns you in an unstoppable deluge of delirious fun.

And that's exactly the persona she projects onto the screen. Her first dalliance with the tinsel world was through Ad-films, out of which Jalal Agha's 'Band-Aid' won her many a heart and her face got etched in the viewers' minds. Jalal swore by her talent and featured her in his serial 'Mr and Mrs' that showcased Archana's yen for comedy.

In 1987, she got her big break on the silver screen with Pankuj Parashar's 'Jalwa', a box-office bonanza that got her rave notices. But she couldn't somehow sustain the momentum and being a top-notch leading lady remained a pipe dream for her. But no grief, actually - because Archana was firmly able to register her rollicking presence on the viewers' minds through her inimitable comic act, a not too distant proof of which was her hugely popular Mrs Braganza in Karan Johar's Kuchh Kuchh Hota Hai!

Still, Television was what catapulted her to big time, when she donned the mantle of an anchor with her tongue-in-cheek show 'Wah, Kya Scene Hai' that notched up many a highpoint on the popularity charts. Her winning streak continued with shows like Uncensored, Archana Talkies and so on. Besides being an anchor, as an actor also, Archana was a rousing hit with the TV-watchers for her versatility in coming up with flying colours as well in a rip-roaring sitcom like Shriman Shrimati as in a high-voltage drama like Junoon.

Today, she has taken yet another Avatar, that of a TV judge and she sits in judgment over contestants in the Comedy Circus (Sony). Her throaty guffaws at the performances therein have become a hallmark of the show, at times dwarfing even the acts.
Archana Puran Singh is a presence that cascades fun on the Small Screen and attracts captive eyeballs for a show. There can be no gainsaying the fact that not many can hold a candle to her in the Comic genre!

Only she is her own parallel!



ARNAB GOSWAMI...

The Sanitizer!

He has taken upon himself the task of cleaning the dungeons of Public-life. Edgy, frisky and all keyed up 24x7, Arnab Goswami epitomises what a paragon of Journalism should be all about. But initially, he had no mind to be one and had flung himself into the groove of the Academe, instead.

That climaxed into a degree in Social Anthropology from the UK. Coming back, he just fiddled with a tentative stint in the media and joined The Daily Telegraph. Instantly, he became a captive to the genre and then finally hopped onto the Electronic Media by joining the NDTV bandwagon.

At NDTV, he had his baptism by fire into the genre under the Pope of TV media in the country, the majestic Dr. Prannoy Roy. But a freewheeling talent like Arnab couldn't have remained secondary to anybody forever, however high and mighty he may be. Time came when Arnab decided to be on his own and bid NDTV adieu!

That's when destiny smiled!

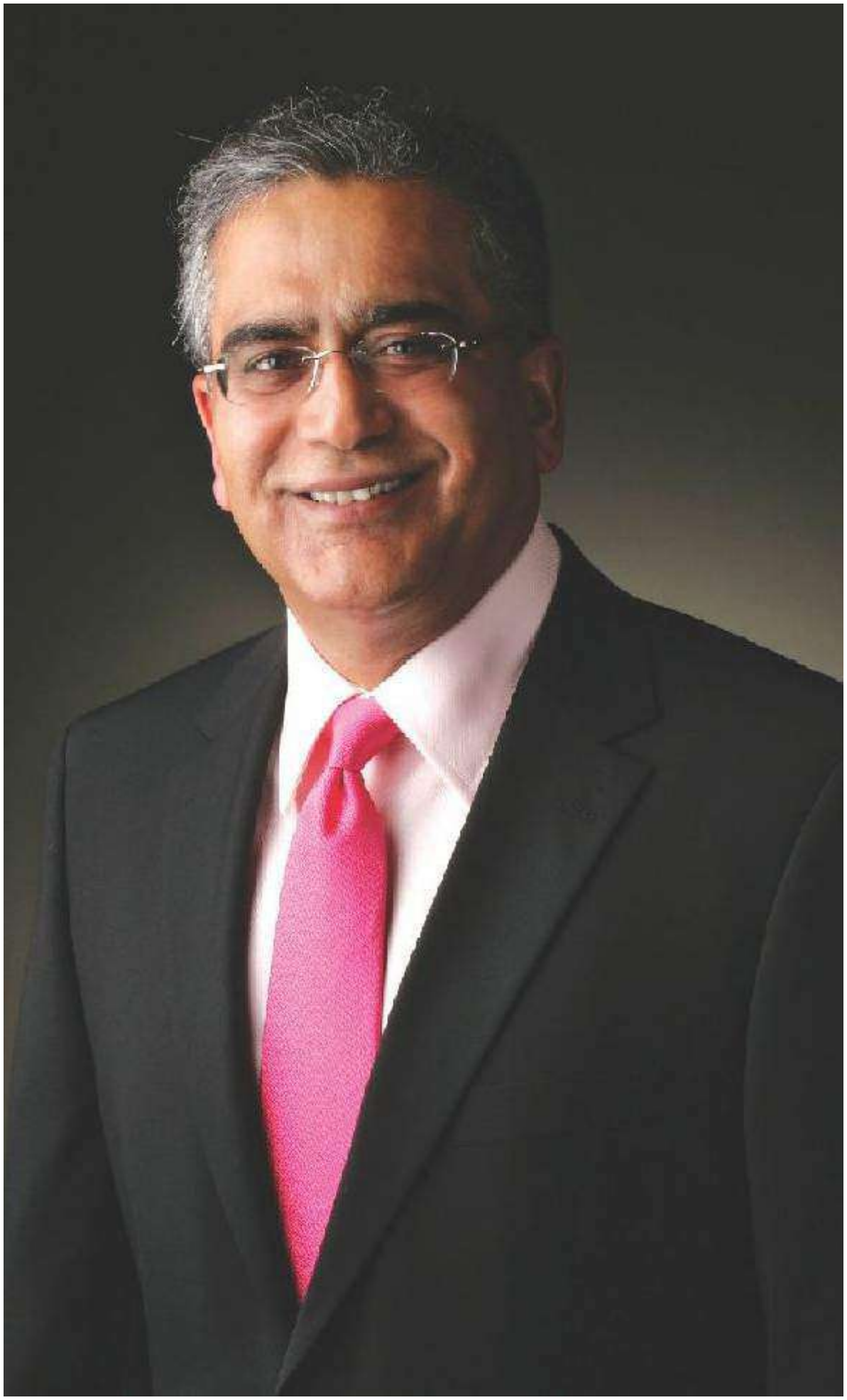
Just at the moment, Times of India were exploring the possibilities of entering the TV-News scene and they needed someone to helm that. They looked upon this available, aflame and furiously raring to go young man as just what the doctor ordered!

Within no time, Arnab was behind the desk of the Editor-in-Chief for the fledgling Times Now! And he justified every iota of the trust reposed in him by Vineet Jain and the TOI. He steered Times Now to the very apex of the English News channels in the country and that too within a span of just 2 years!

Today, Times Now is a force to reckon with in Indian Television. From the 'Prince' story to the '9/11' mayhem, their coverage and stories have earned the unqualified trust of the viewers! Today, for millions across the country when an Emergency crops up, the first instinct is to tune into Times Now for credible details – all thanks to Arnab's dogged determination to be a votary of truth, the whole truth and nothing but the truth!

Arnab has often come under flak for his acerbic, abrasive brand of TV journalism, but the man is never perturbed by that. He knows what he is doing and is manic-driven about his integrity in his chosen profession.

You cannot stop the Arnab's of this world from sanitizing the Society and in that they have to be acidic to the core!



AROON PURIE...

The Lone-rider!

He has gone on paths where most would fear to tread. He has given a cult status to the media in the country. On Television, he has redefined News through his phenomenally popular, Aaj Tak and before that in his flagship publication, 'India Today'.

However, this crown of the media baron has adorned his head more by default than by design. In fact, when the late V V Purie started India Today in creative cahoots with his daughter Madhu Purie (Trehan), he did not plan to put his London School of Economics graduate son Aroon into it!
But destiny had other plans!

Madhu had to shift base to US and the patriarch was left hanging with a huge publication on hand, but no one to helm it. They tried to salvage the situation by hiring outside editors but failed to create a lasting equation with any of them.

And the mantle finally fell on Aroon who, in turn, took to it like a fish takes to water!

Today, that fish has turned into a whale and swum leagues ahead of competition in the business of News. What would you say about one who spearheads a group that runs 4 TV Channels, 7 Radio stations, multiple Web and Mobile portals, a leading Classical music label and of course, the publishing conglomerate of 32 magazines, one newspaper and a book publishing arm…well, you can only gasp and gape!

Despite these mind-boggling diversifications, his stock-in-trade has basically remained News and as far as Television is concerned, he is the de facto architect of the phenomenon of TV-news in the country. Single-handedly, he has created a whole new genre therein!

Today, Aaj Tak is a viewing addiction and India Today a reading compulsion for zillions across the country and it is all thanks to one man's manic-driven zest and zeal. Widely decorated with honours like the Padma Bhushan from the President of India, B D Goenka Award for Excellence in Journalism, The ITA TV-Icon, 2007 and so on, Aroon Purie is not a person...

He is an institution!



ARUN GOVIL...

The Ram of small screen.

Benign smile, kind eyes and unruffled.

Though before Ramayan (1987) had grabbed the eyeballs of the nation, Arun Govil had essayed significant roles in about 33 films, and more than 20 films after that; had played King Vikramaditya in Vikram aur Betaal on Doordarshan - Arun is best remembered for his powerful presence on screen as Ram in Ramanand Sagar's epic serial Ramayan. None of the remakes of this epic serial could recreate that magic.

When Ramayan was at the planning stage Arun, who was already doing Vikram Aur Betaal with Ramanand Sagar, expressed his desire to assay the role of Ram. Ramanand Sagar waved off and told him he would see when the time came. He later auditioned him and rejected him. It is said that after auditioning more than 200 actors for the role of Ram, Sagar called Arun and told him that he had found his Ram.

People still recall that in certain parts of the country where power-cuts were a regular phenomenon, there were no power-cuts on Sundays 9.30 a.m., the day of the telecast.

For years to come Arun was the face of Lord Ram for millions of Ram bhakts. The impact on people can best be understood by this incident that Arun had once related. Once when he was passing through a village in UP it was 9.30 a.m., and time for the telecast. He decided to stop there and spotted a TV antenna atop a hut. He entered the hut and saw a lone man sitting and watching the serial. He and his co-actors requested the man if they could also watch Ramayan. The man obviously had no objections. As soon as Ram appeared on screen, something suddenly happened. He looked behind and then at his screen, going back and forth a few times the reality struck him, he jumped up and fell at Arun's feet chanting 'Jai Shri Ram'. He ran all over the village announcing ,arrey Ramji aa gaye...' gathering the entire village for a Ram darshan.

Well, there is a plethora of such fascinating stories of this Ramlila, but Arun's contribution to Television cannot be confined to just this mega serial. He is now a successful TV producer and has produced serials like Mashaal for DD national, daily soaps Bhaagya Vidhaata and Maasi Ma for ETV Gujarati.

ASHVINI YARDI...

Woman of few words. Always elusive.

But like they say, still waters run deep. Quietly but surely Ashvini Yardi was hard at work for 14 long years at Zee Networks' flagship channel Zee TV. And then someone at ViaCom 18 Media set his eye on her and hatched a plan to pluck her to plant her in their soon to be launched GEC (General Entertainment Channel) COLORS.

But to fully appreciate her contribution to Television we need to go back 14 and some years back.

That Ashvini has been a ZEE loyalist is known, but few know that she is multi-talented and how! Remember the hugely popular 1994 shows Phillips Top Ten and Lux Kya Scene Hai? She was assistant to director Kunal Kohli for these two shows. After learning the ropes she independently directed Daak Ghar and the prime-time Rasna Song Tere Naam Se in 1995.

As Business Head of Zee English & ZEE MGM in 2002/3, Ashvini was instrumental in driving substantial revenue leaps for these two channels. At the helm of Programming at ZEE TV, she was at her creative best when she conceived Saat Phere, Dulhan, Sa Re Ga Ma Challenge and Sa Re Ga Ma Little Champs. Saat Phere proved to be the darling of the masses.

Her endeavours to constantly propel ZEE to dizzying heights proved to be rewarding. During her tenure, in 2006, ZEE overtook STAR in three prime-time slots.

Now it's ditto with COLORS. As Creative and Content Head, the mastermind has taken the Channel into virgin territory with her addictive soaps – Balika Vadhu, Uttaran, Na Aana Iss Des Meri Lado. She even enticed the Sony Channel driver reality shows Bigg Boss and Fear Factor – Khatron Ke Khiladi into the folds of COLORS. Within a year of its launch (July 21, 2008) the Channel dislodged the champs (STAR, Sony and ZEE) and brought home the bacon.

Recently she was endowed the coveted title of Media Personality of the Year at India Today Woman's Summit & GR8! Women Achievers Awards. She was also a star among the Business Week's top 50 powerful people of 2009.

Zip zap zooming her way up, this trailblazer, in her own words, has "something for everyone and everything for some".



AVIKA GOR...

Wunderkind!

It's like a whole rainbow has been squeezed into one drop of dew. She is so young and yet can move millions with the drop of her eyelids. Avika Gor is a treasure-trove of talent that is well and truly unprecedented – at least, on the small screen.

Come to think of it, who would have thought that such a thing could ever happen? Out of nowhere comes a slip of a girl and decimates the biggest names on the popularity charts of Television in the country. But call it what you will – luck, accident or simple triumph of talent – Avika is perched right at the top of the heap here as an artiste, today.

But actually, you only have to cast a glance at her to know why she has achieved what she has achieved. She has an instant impact on you, which is simply magical. That glint in her eyes, that sparkle in her smile and that honeyed voice like that of a cuckoo in the meadows – she is unlike anything you have seen or heard before on the screen or even beyond it, perhaps. To cap it, she has a vim & verve that instantly snaps you out of your own sloth and makes you perk up!

Her powerhouse talent has been clearer than crystal since her early childhood. She started learning dance at the age of four and was on stage before she could know her multiplication tables.

One thing led to another and soon enough it was a headlong plunge for her in the tricky waters of the show-world - but she splashed through them like a dolphin. From a staggering count of some 150 shows on stage to numerous photo-campaigns for products as varied as Biscuits, Jewellery and Lounge wear – she had done it all and that too at an age as green as grass! Then, Television came calling and roles in serials like Meri Awaz Ko Mil Gayee Roshni, Karam Apna Apna and Raj Kumar Aryan followed.

And then the history-making Balika Vadhu happened!

As Anandi in it, Avika has cast a spell on the viewers that has left them mesmerized. She has become an obsessive compulsion and a daily habit with them. That's how this diminutive girl strides tall in the alleys of Television in the country today, dwarfing all those who come her way! We just can't have enough of her!



AZIZ MIRZA...

What-a-showman!

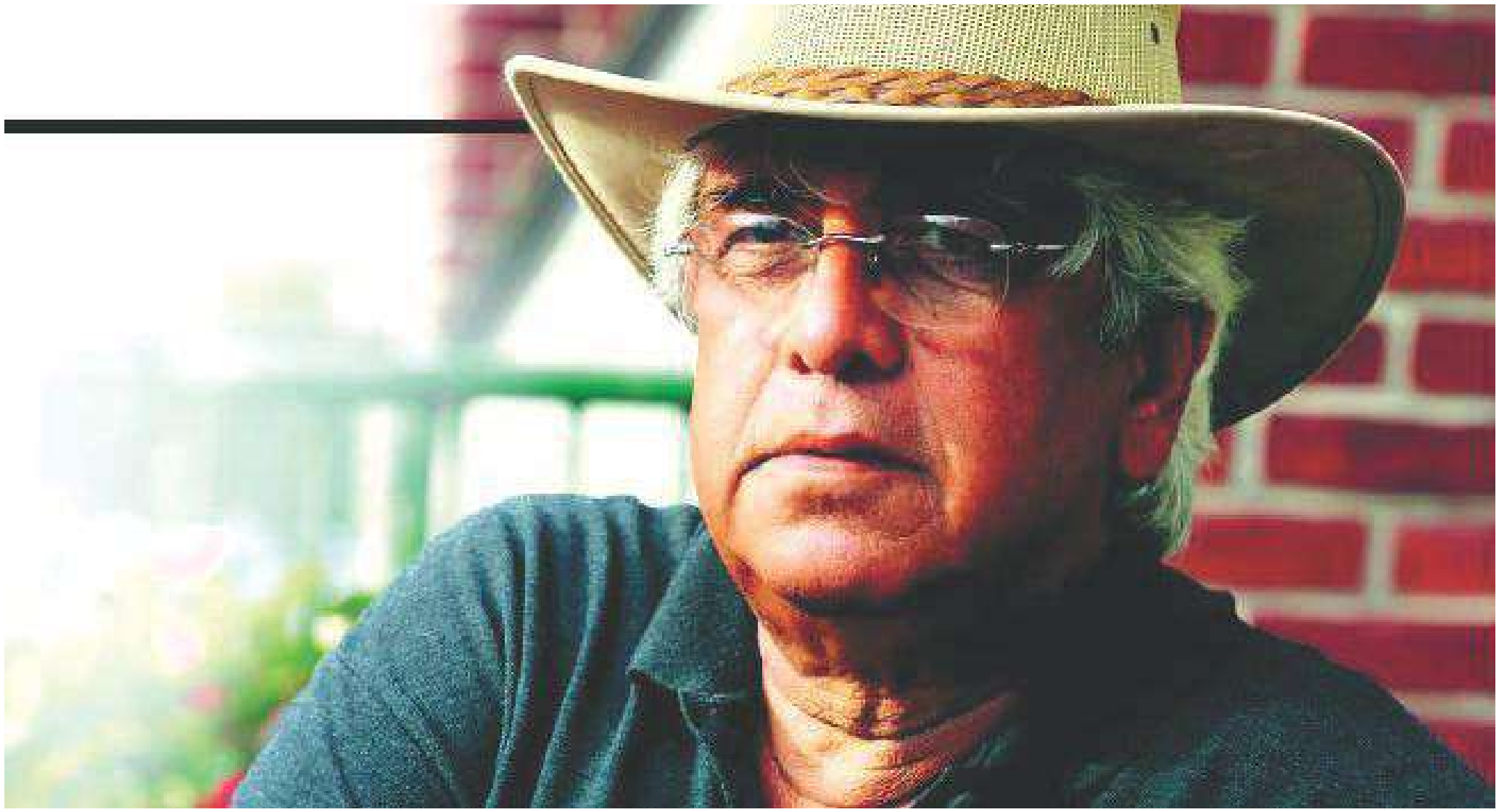
Aziz Mirza's contribution to the entertainment scenario, be it television or Bollywood invariably speaks of his honest passionate approach towards anything and everything related to his beloved field of showmanship and made him one of those phenomenal personalities who have dared to experiment with their work and deviate from the norms.

And this has probably been his mantra ever since he first stepped into the entertainment scenario in 1985. Mirza, along with his brother Saeed and old hand filmmaker Kundan Shah set up a new production company called 'Iskra' and thus began his remarkable journey as director and writer with Circus being his first sensational directorial venture for television.

A television series starring Ashutosh Gowarikar and Shah Rukh Khan, Circus gained became amazingly popular with the masses and a very special favorite with the kids. Depicting the life of circus performers the show went on to become one of the most revered contributions to television. A show dealing with real characters, real situations with Mirza's trademark 'common man' theme, Circus effortlessly touched the audience's hearts and invariably highlighted Mirza's high standard as a director. The show marked the beginning of a collaboration with Shah Rukh Khan and later with Juhi Chawla, an association which continues till date. Then came Nukkad in the year 1986. With Mirza's magic weaved into every frame, the show went on to become the most loved and ever to be remembered show on Indian television. With a set of memorable characters like Guru, Kadarbhai, Tambi amongst others becoming household favourites, Nukkad created an amazing level of connectivity with the masses. Nukkad managed to make them laugh and at times move them to tears with the relatable situations faced by these characters.

Then there were shows like Intezaar, Manoranjan and Umeed by the maestro, all testimonies to Mirza's unmatchable credentials as a showman. Mirza's shows went on to become landmarks for Indian television and have managed create a space of their own in the memories of people fortunate enough to witness their spell on television. Mirza moved to the big screen to direct many Bollywood blockbusters like Raju Ban Gaya Gentleman, Chalte Chalte, Kismet Konnection.

What he gifted to the television industry are one of the most precious master pieces to be revered and cherished.





BARKHA DUTT...

Guns and Roses.

She is every female TV reporter's dream come true; has been to hell and back thrice – Kargil, Kashmir and Afghanistan.

Yes its none other than Barkha Dutt.

Initially Barkha had to slog to get an assignment that was after her heart. Not because she did not have the potential, but simply because they were unsafe for women. But tough as nails, she fought for them. She fought - to go to a "remote village in Rajasthan to cover the story of a woman who was gang-raped by uppercaste men" ; to go to Kargil; to get on to the American choppers to cover Afghan conflict...

Over the past decade she has reported from several conflict zones across the world. Her reportage during the Kargil war (1999) was India's first 'televised conflict'.

If she is tough as nails, she is also sensitive. She broke down once when she was reporting Kargil war and was in the trenches with the soldiers. One of the jawans had just died. She brought live action home.

It takes grit and gumption to make journos like Barkha put her life at risk, or, perhaps even break the law to churn out one good story after another. Here's how:

She wanted to visit Afghanistan to do an eye-witness story. The then Foreign Minister Jaswant Singh, who was going to Kandahar, wasn't taking journos with him. But undettered, Barkha rushed to the airport. When she saw a bread van about to leave for the tarmac, she sweet-talked the driver of the van and reached the plane. The Minister was horrified and ticked her off. Barkha was disappointed, "but at least I tried," she solaced herself.

As Group Editor - English News, NDTV (24x7), Barkha is the star host of the weekly, award-winning talk-show, We the People and the daily prime time show, The Buck Stops Here. Winner of over 20 national and international awards, Barkha has been conferred with the Padma Shri for Journalism in 2008.

Barkha didn't merely report from the battlefront, she came away with a lesson for life. "It is a journalist's duty not just to inform , but also to influence. You have to report the truth of a situation to people who are not in the situation and make them care. Kargil was a matter of life and death. I had to humanise the conflict." A lesson perhaps for all aspiring journalists, electronic or print. Budding TV journos can take a leaf out of her life. By example she has demonstrated how human dimension should be maintained while covering most gruesome of gunbattles and wars.

BASU CHATTERJEE...

Little touches, Big impact!

He is unique! Not for him the mega and the grandiose… he shuns the upper-crust like a scare. Instead, he revels in the ordinary, day-to day vignettes of the middle class, making them his stock-in-trade as a director both on the Big as well as the Small screen.

In his chosen field, he has always been well and truly exceptional. When you go to a Basu Chatterjee creation, you expect life in the raw gliding past your eyes and you always get that kaleidoscopic view of the fortes & foibles of human relations in ample measure. He never disappoints you in his delineation of the ordinary in an extraordinary way.

Born in Ajmer, Rajasthan, he had an early tryst with traditions and that imbued him with the hues of Indian Culture and its everyday nuances in those formative days of his. Besides, his keen eye made him assimilate the nifty niceties of his own environs that were strictly Middle-class and seeped in Sanskaar.

He chose cinema as his vocation for life and learning the if's and but's of the medium as an assistant in films like Teesri Kasam and Saraswati Chandra, he quietly made an inroad into Cinema through the NFDC produced Uski Kahani and Sara Akash.

The films didn't cut much ice outside a hallowed circle of the aficianados of the so-called parallel Cinema. But Basu was destined to make a 'connect' with a far larger audience and that happened finally with Rajnigandha (1974). The film paved the road for a 'Basu Chatterjee Cinema' that was different from the rut and yet innocuous and spontaneous enough to be lapped up by the man in the street. His little touches created great emotive moments and even more importantly, he infused a light-hearted streak that curled around the viewers with its uplifting abandon!

With the advent of Television, another medium came to the fore where the 'Basu Effect' was even more impactive. And when he made Rajani (Doordarshan, 1985), he created a history of sorts. Rajani , the yours, mine & ours vigilante soared on the popularity charts like nobody's business. The serial made Priya Tendulkar, its protagonist, a TV-icon and till today, people remember Priya as Basu's Rajani only!

The Basu touch continued to lace Television with unorthodox fare like, Darpan, Kakkaji Kahin and Byomkesh Bakshi. Each of his stints here has given undiluted and unbounded joy to the viewers.

He is sorely missed on TV today… Come back, Basuda!

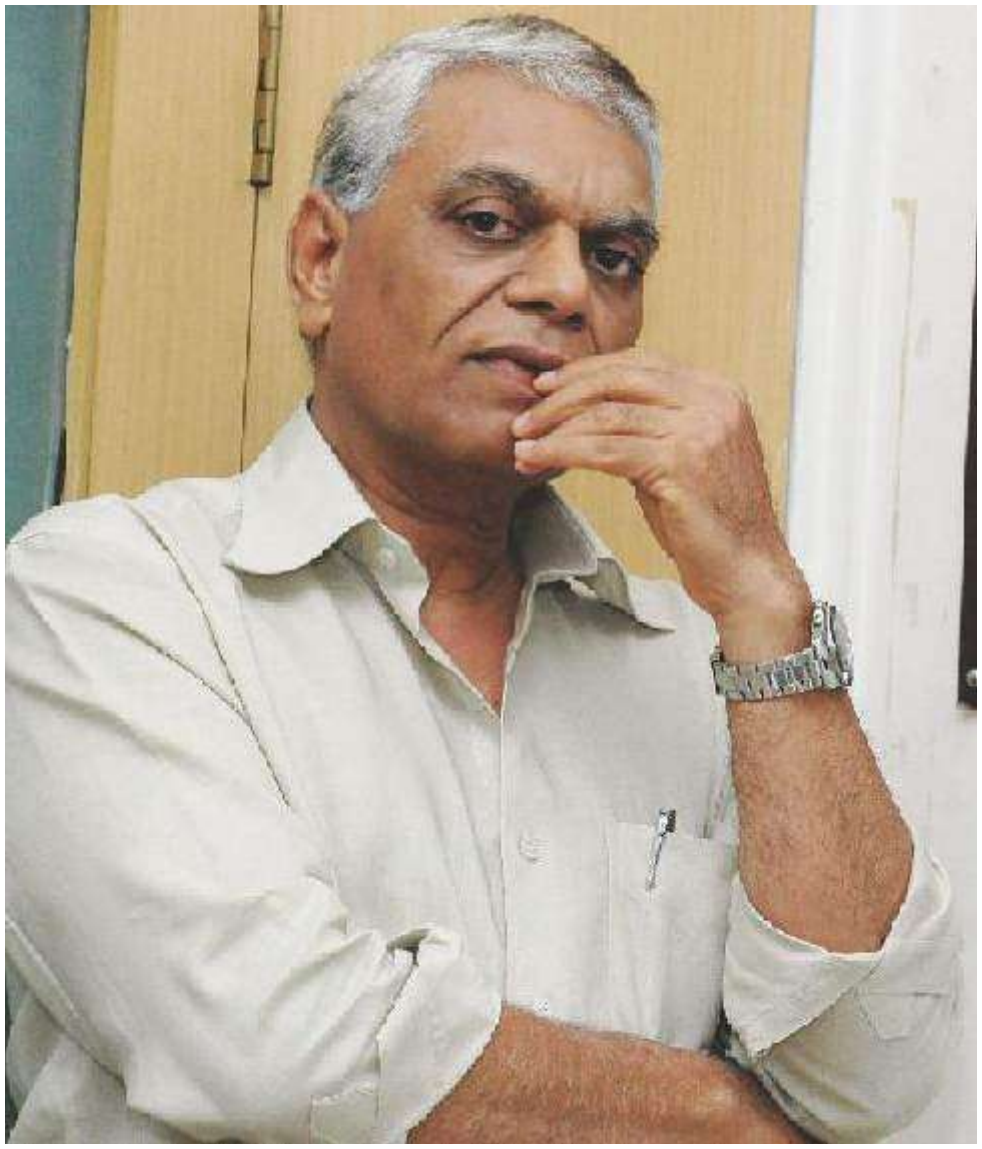


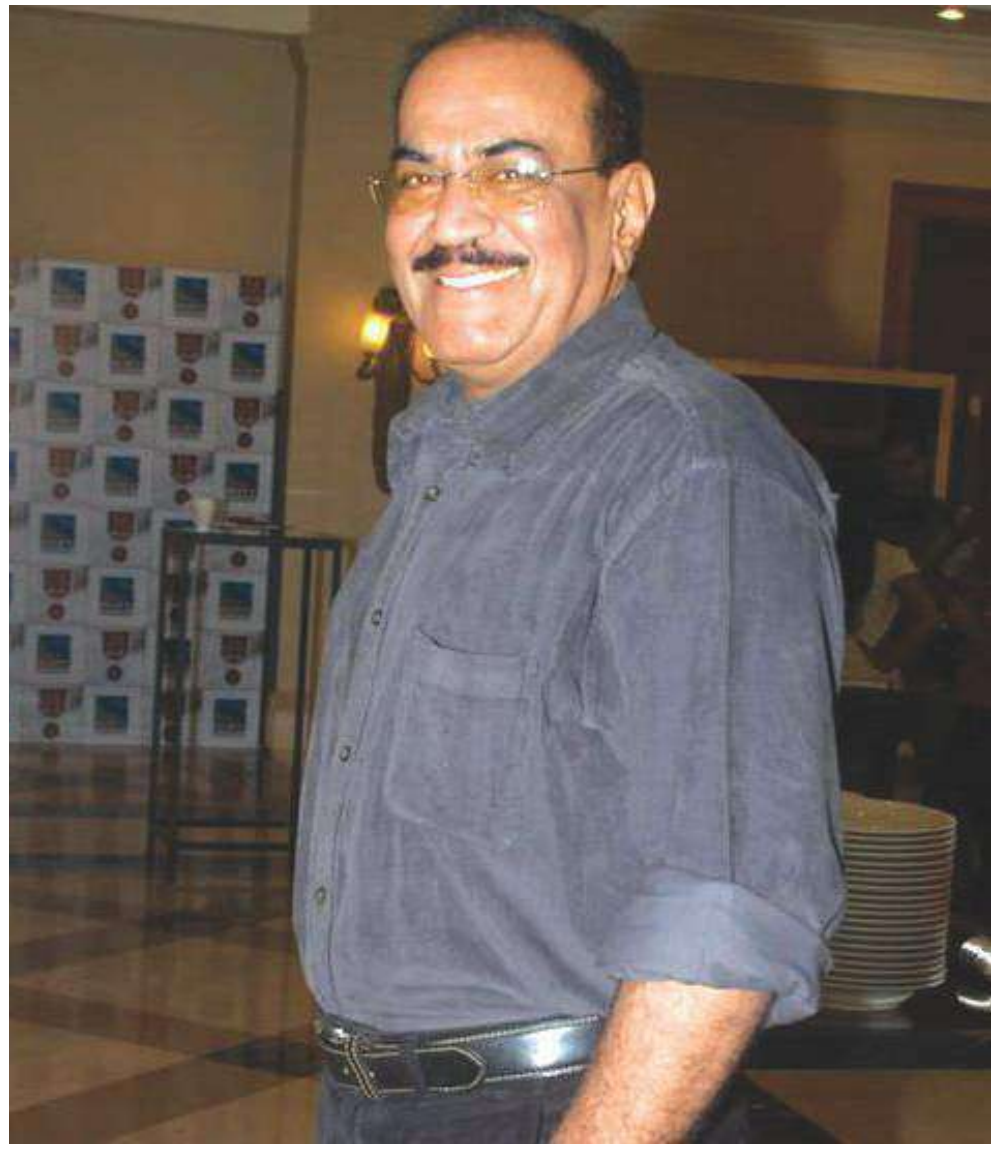
B.P. SINGH / SHIVAJI SATAM...

Sultan of Suspense & his Wazir!

He stands tall as the lord of all he surveys in his chosen genre of Crime & Suspense. He has taken Indian Television to turfs it has never been to. He is the lone rider who has entered into horizons you didn't know even existed.

A Film & TV Institute graduate in Cinematography, B P initially used his craft to good effect in his first assignment of on-the-spot news coverage at Doordarshan. But his talent was too gusty to be contained in the Sarkaari claptrap. He grew edgier by the day there, itching to do something out-of-the-box and be on his own. He broke free and turned to Satellite Television with what was its first ever foray into the genre of Horror- 'Aahat' (Sony) that has been sending chills down the spines of viewers in season after season, since then. Aahat instantly earned him the tag of the High-priest of Horror and that's when B P started putting together what was to be his coup d'état on the canvas of Television.
It was CID!





Today held as an iconic work, CID has been love's labour for B P in which he has poured his entire craft and creative prowess. The biggest marvel is the fact that the vim and verve of CID's 1st episode remains on the same key in the current one today, which is 12 years later!
And if B P is the Soul of CID, ACP Parduman Singh, or shall we say, Shivaji Satam, is its Face. From a Byculla chawl to the Show World, Shivaji has traversed a long, long way. Discovered at a Ganeshotsav platform, he was a disaster in his 1st incursion into professional theatre. But never-to-say-die Shivaji persisted and went through the throes of learning his art like a man possessed. He ended up doing plays with legends like Vijaya Mehta!

In his first play on DD, Dnyan Deep, he was introduced to a cameraman – a certain someone called B P Singh… and the rest is History! The two have been inseparable and together they have given what is perhaps the biggest Jewel in the Crown of our Television – CID! The chemistry between TV'S Sultan of Suspense, B P and his trusted Wazir, ACP Parduman aka Shivaji Satam has provided an electrifying viewing experience to the TV-watchers all across the country!

More to their power!





B.R. CHOPRA / RAVI CHOPRA...

Chopra naam hai hamara…

Baldev Raj Chopra aur Ravi Chopra

BR Chopra, one of most celebrated filmmakers, was the architect of the golden era of the Indian film industry who created timeless classics like Waqt, Naya Daur, Sadhana, Humrahi etc.

Late BR Chopra formed BR Films with a vision and commitment to social themes and family values.

If your surname is Chopra and you are from the filmy background, nothing less than a blockbuster is expected from you. And so for his son, Ravi Chopra, living up to the surname and taking on the mantle from his illustrious father was no mean task. But Ravi adapted to the big and the small screen like a duck to water. He carved a niche for himself as a successful filmmaker and television producer.

Always ahead of their times, the Chopras ventured into TV software production with the advent of television in 1985. True to their vision, the Chopras launched their TV wing.

Who can forget the TV's blockbuster on Doordarshan – Mahabharat - with all its grandeur and glory? It garnered a viewership of 96 per cent. According to Ravi, "Those days a film star had to compete with a Mahabharat star. I have not seen this kind of success with films too."

With an investment of rupees seven crore, the returns were Rs 50 crore. DD was earning Rs 1 crore 5 lakh per episode.

Other popular serials from the BR bouquet followed - Bahadur Shah Zafar, Chunni, Sauda, Kanoon, Ek Se Badkar Ek, Crown Old Melodies, Jhansi Ki Rani, Rangoli, Aurat, Main Dilli Hoon, Teri Meri Kahani (telefilm), Dharti - Aakash, Beta, Ghazal, Aap Beeti, Vishnu Puran.
With BR TV ruling the roost and their serials boosting the dwindling viewership of Doordarshan, advertising majors soon warmed up to their new shows.

Forever hungering to break new grounds, the original mytho moghul produced more serials - Dhristi and Kaamna, Asha Nai Asha and Shrimad Bhagwad.

When Hema Malini-starrer Kamini Damini (2005) on Sahara One suddenly shut shop, Ravi realized that film stars are a far more pampered lot and are not equipped to handle the rigours of television. As a result, his next offering, the multi-starrer Viraasat (2006) had an all-TV star cast. To this day Ravi is carrying on the legacy of the Chopra clan with same vision, verve and a sharp business sense.

CYRUS BROACHA...

Mad as a March Hare!

He is the crown prince of pandemonium. He loves to be the 'Bull in the China shop' and treasures being an iconoclast. Chaos is his creed and they fondly call him, 'Cyrus, the Circus!' Fondly because despite his irreverent barbs to one and all, there is something deeply endearing about him.

There is a method to his madness. Just scratch a little and you will find a face behind the masque that broods and cares. Just read between his crazy quips and you would discover loads of sense and sensibility there.

A Xavierite, he unleashed himself on the TV scene as an MTV Veejay. Before that, he had also learnt the nitty-gritty of Acting at the hallowed Lee Strassberg Theatre & Film Institute in New York. Coming home, he had a brush with theatre in plays like, Godspel, Family Ties, Unfaithful and the rollicking, 'The One & A Half Man Show' with his alter ego, Kunal Vijaykar. The Kunal and Cyrus bond goes a long way back and in tandem they have created some of the wackiest works in theatre and Television.

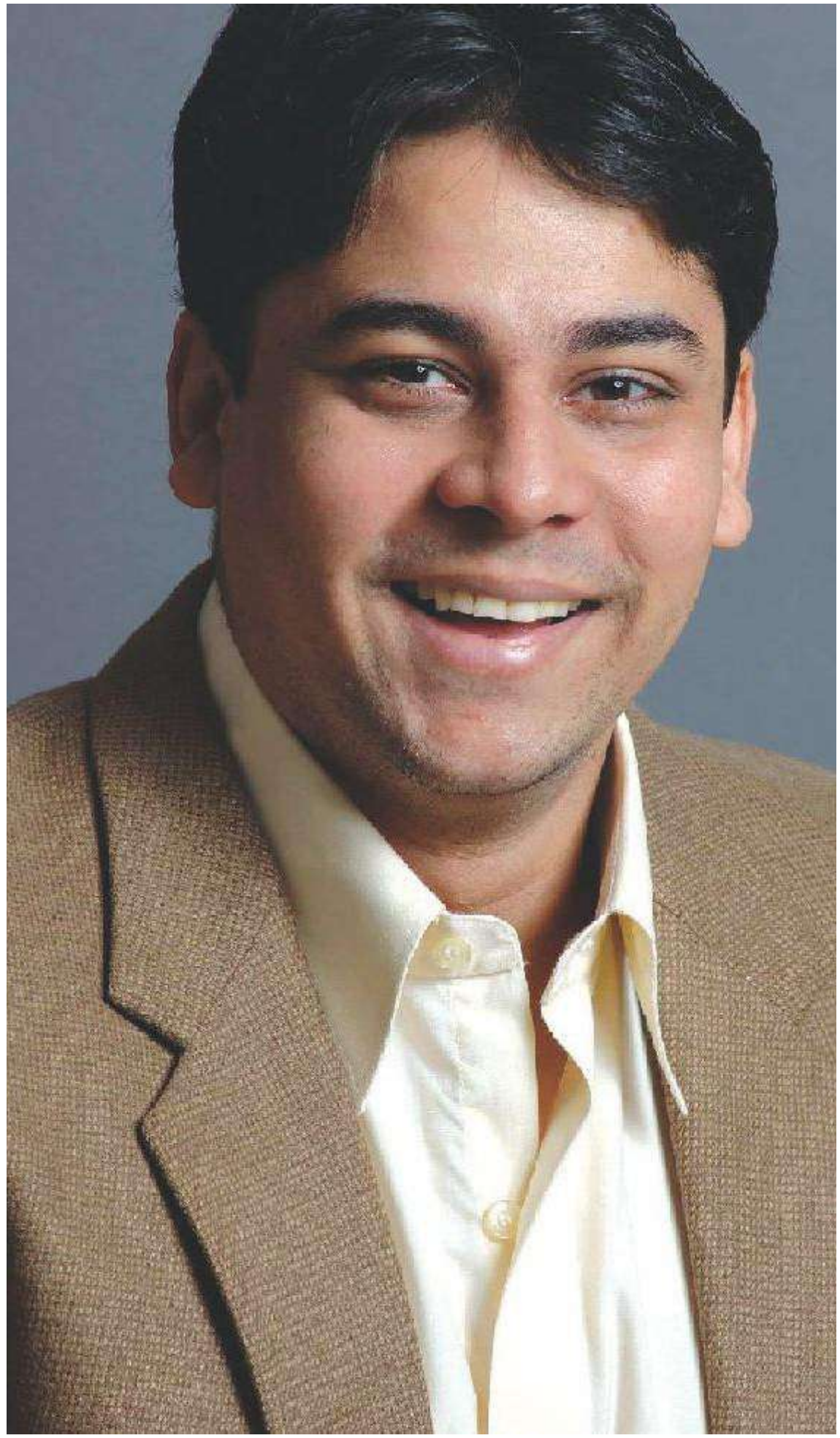
The howling glory of Cyrus has been his MTV Bakra. All sorts of humdrum, unsuspecting persons were thrown into stage-managed contingencies without their knowing about it. The end result was uproarious as the poor dears mumbled, fumbled and stumbled through those hilariously (for the viewers) miserable situations that were actually a hoax.

Cyrus, with his asides, his one-liners and his tongue-in-cheek, tartish digs made a rich harvest of laughs to reap in Fully Faltoo, Recycled, Loot Le etc. He instantly caught the imagination of the teeny-boppers out there and brought them to Television. They have lapped up the Cyrus sallies as if those were the scriptures of the present day. They just do not seem to have enough of him!

And he has never gone bust on their expectations!

The most recent proof of that is his side-splitting show with Kunal (who else?) helming behind the scenes - 'The Week That Wasn't' (CNN-IBN). In this show, Cyrus has made the viewers go into a tizzy because of his riotous take-offs on the India of Indians, who are seen here in all their personal, political and public foibles and faux pas! Indeed, to bump off the hideous hypocrisy here, you need more and more of Cyrus, the Virus!

Happy infecting!



DEEYA & TONY SINGH...

Creativity at its Best!

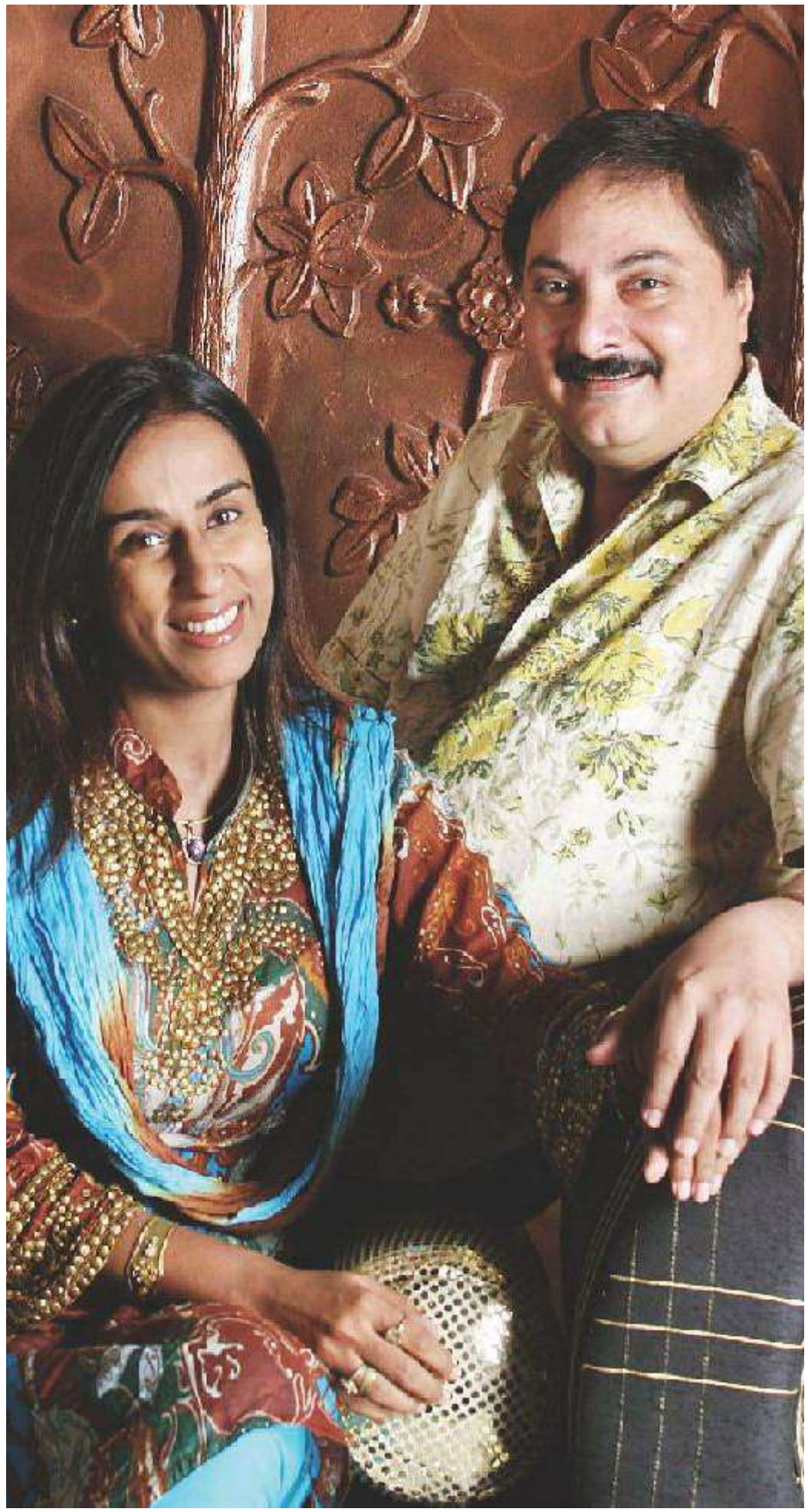
Yes that is what you get hold of when you cross the threshold and enter the world of DJ's A Creative Unit. Tony and Deeya Singh commenced their journey as producers in 1993 with their production house DJ's A Creative Unit. Its content certainly is a synonym to path-breaking, award winning and quality content with high entertainment quotient. Since its launch it has delivered tremendously successful and popular shows with varied storylines which soon made a mark in the minds of the viewers. The most popular shows like Banegi Apni Baat and Just Mohabbat still are cherished and have engraved their presence in the history of Indian television.

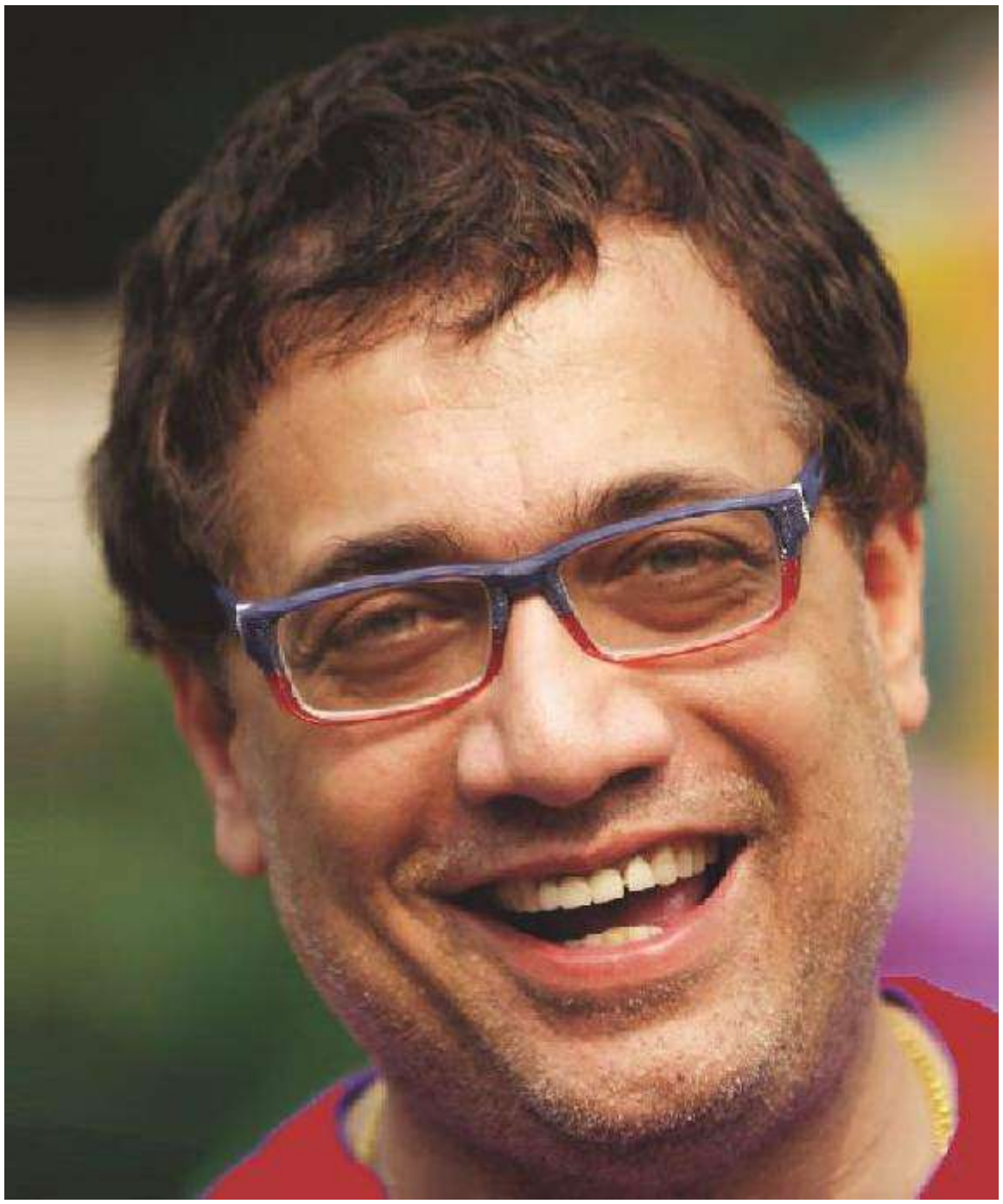
The path breaking Jassi Jaissi Koi Nahin came from their production house and it successfully ruled the television for years. Iconic Youth show Left Right Left based against a para- military setting garnered high TRP's and immense popularity and all the actors of these shows became the youth icons.

They have bestowed the Indian television with varied programming content for every genre of television, their forte being fiction. They have excelled in every manner with shows that are still remembered for their freshness and excellence in quality. They have endowed the viewers with shows like Love Main Kabhi Kabhi, Jab Love Hua, Life Nahin Hai Laddoo, Annu Ki Ho Gayee Waah Bhai Waah, Radhaa Ki Betiyaan Kuch Kar Dikhayengi, Choti Bahu, Mere Ghar Aayi Ek Nanhi Pari, Jugni Chali Jalandar, Bhaskar Bharti, Aise Karo Naa Vidaa, Baat Hamari Pakki Hain and all of these shows have a very distinct storyline. No two shows coming from this producer Jodi are similar in any way. Their dedication is seen in every show and they believe in perfection was proved with their tie up with Terence Lewis for their show Jhoomein Jiya Re which was set in a dance academy. They ventured out of the GEC channels and produced Sunaina for Pogo which became an instant favorite of teenagers.

They have not only given memorable TV shows to our television industry but have also given talented, dedicated and hard working actors to our television industry. Actors like Irfan Khan, Arjun Bijlani, Ratan Rajput, Ragini Khanna, Achint Kaur amongst many other actors.

Television is our profession, films is our passion is what they have always said and we really await their venture into movies. But considering television the only thing they haven't touched upon until now is reality and that's something they really want to do. We look forward to to see some unique concepts of reality shows from this producer Jodi in the near future.





DEREK O'BRIEN

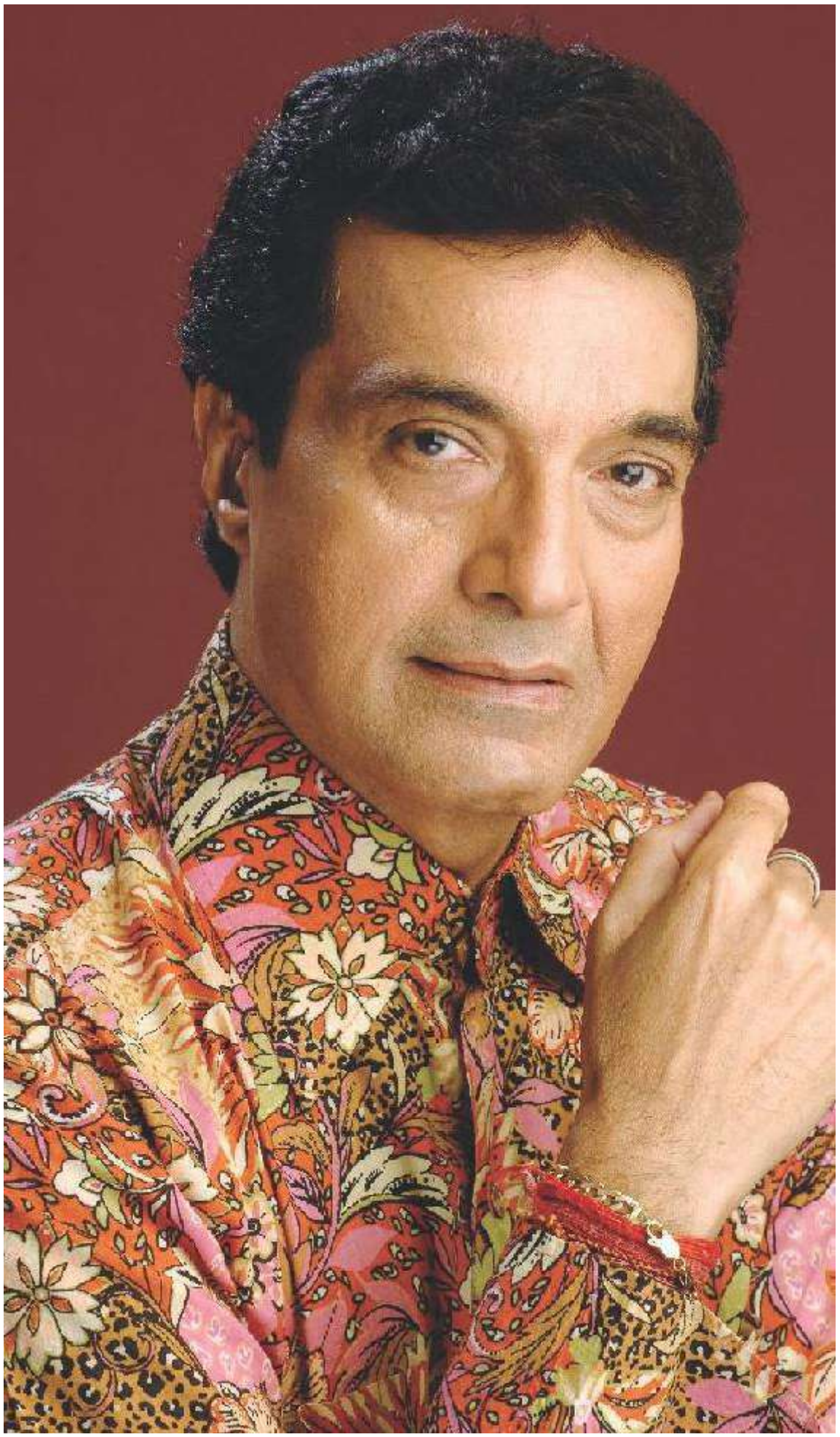
Quizzing King

He is a genius, he is a topnotch quizmaster; he is Derek O'Brien! So immense are his contributions to the quizzing world that 'Limca Book of Records' acknowledges him as the 'Quizzing King.' Asia's best known quizmaster, Derek is an affable personality who has carved a niche for himself among the host of the brainiacs worldwide. With him on board, quizzing on Indian Television scaled greater heights. Derek O'Brien hosts the longest-running game show on Indian television, Bournvita Quiz Contest, an inter-school English language quiz show that tests the student's knowledge of academics and other activities. Born in Kolkata, Derek hails from an Anglo- Indian family; his talent for quizzing appears to be hereditary as he is the son of quizmaster Neil O' Brien. After graduating he began his professional career as a journalist but soon shifted to advertising. However, the witty and erudite realms of quizzing were his true calling and he soon made his foray on Indian television.

Sine then, he has been on a roller-coaster ride, changing the face of quizzing not only in India but also around the world. There are several 'firsts' in his case. First quizmaster to have three shows running simultaneously: In 2004, Derek had three quiz shows, Cadbury Bournvita Quiz Contest, Bharat Ke 8 (both on Sony) and The Challenge (CNBC TV 18) running at the same time. First quiz on Satellite TV in the Northeast: In 2004, Derek O'Brien conducted Bharat Ke 8, a quiz on north-east India, on Sony TV. First with 5 quizzes in a calendar year: In 2004, Derek O'Brien had five quiz shows running on three different channels: Cadbury Bournvita Quiz Contest and Bharat Ke 8 on Sony; The Challenge and Trial By Fire on CNBC TV 18; The Brand Equity Quiz Finals on NDTV. First Indian to conduct school quiz on Pakistan television: In 2007, Derek O'Brien conducted a 13-episode quiz titled Mind Grind, for schools in Pakistan. And finally a First quiz show on Twitter.

Amusingly, the list of his achievements run even longer. Derek O'Brien won the award for 'Best Anchor: Quiz Show' at the 'Indian Television Academy Awards' for three years in a row. The Cadbury Bournvita Quiz Contest was voted the best game show at the Asian Television Awards 2000 and Indian Television Academy Awards 2002 and 2003.

His company, Derek O'Brien & Associates, conducts numerous quizzes every year in India and countries like United Arab Emirates, Oman, Kuwait, Qatar etc. Author of over 40 quiz books and Penguin India's largest selling reference author in India, O'Brien collaborated with Times of India to select editors among students. He truly is a genius, a legend in himself!



DHEERAJ KUMAR...

The Mytho Man!

After Ramayan & Mahabharat appeared on our TV screens, it was widely held that nothing and nobody would ever be able to match their sweep and sway over the viewers. But they were wrong! Suddenly, another Mytho meteor hit our TV's and left zillions across the country mesmerized!

It was Om Namo Shivay!

This saga of Lord Shiv's came out of the creative juices of one, who single-handedly steered it to stupendous success. Dheeraj Kumar, the man behind this masterstroke, has been a potent presence on the small screen since then. A scion of a business family in Delhi, he shook everybody therein when he gave vent to his dream of becoming an actor. There was big resistance to it initially, but by and by he was able to win his folks over to his point of view. Next, he went and enrolled himself in the Film & TV Institute of India that was the hallowed birthplace of many a distinguished artiste.

And when he stepped out from there, Films were just what was on his mind. At that time, he had no inkling to the might of a certain something called Television that was actually to be his haven for life.

After a mixed career of hits and misses (more misses than hits) on the big screen, he found himself groping for an identity. And that quest took him to Television. He still didn't have a clue that the medium he was entering was a giant in the making. With fingers tightly crossed, he made, 'Kahan Gaye Woh Log', a serial about the martyrs of our Independence struggle.

It worked well with the audience, but his crowing glory came when he took an about turn towards Mythos and made, 'Om Namo Shivay'! It was only with it that Dheeraj Kumar finally arrived on the firmament of Fortune!

Today, his 'Creative Eye' has done upwards of 5000 hours of programming on TV, comprising lots of Socials too, besides Mythos. Still, the tag of the Mytho Man sticks on, because of the everlasting memory of Om Namo Shivay! But ask him about it and he doesn't mind it. After all, today's Dheeraj Kumar is a by-product of that show only!

Om Namo Shivay is his Himalaya!

EKTA KAPOOR...

The Phoenix!

She has seen more highs & lows than are there in the Himalayas. From the most humongous success of Television (Kyunki Saas Bhi Kabhi Bahu Thi) to arguably, its lowest nadir (Kahaani Hamaary Mahaabhaarat Ki), Ekta has done it all, seen it all!

Indeed, the Ekta Kapoor tale is not far removed from her tortuous soaps!

The tubby, chubby girl of superstar Jeetendra had no direction in life, till her father enjoined upon her to seek an identity of her own. That's when Balaji Telefilms was launched with Ekta at its helm and there started her trek into the valley of Television to seek her own greener pastures of glory.

It was a rough, rocky trek and her initial attempts just didn't take off. The tide turned in her favour with Hum Paanch (Zee). This hilarious sitcom of an idiosyncratic Mr Mathur and his five oddball daughters hit famously with the viewers.

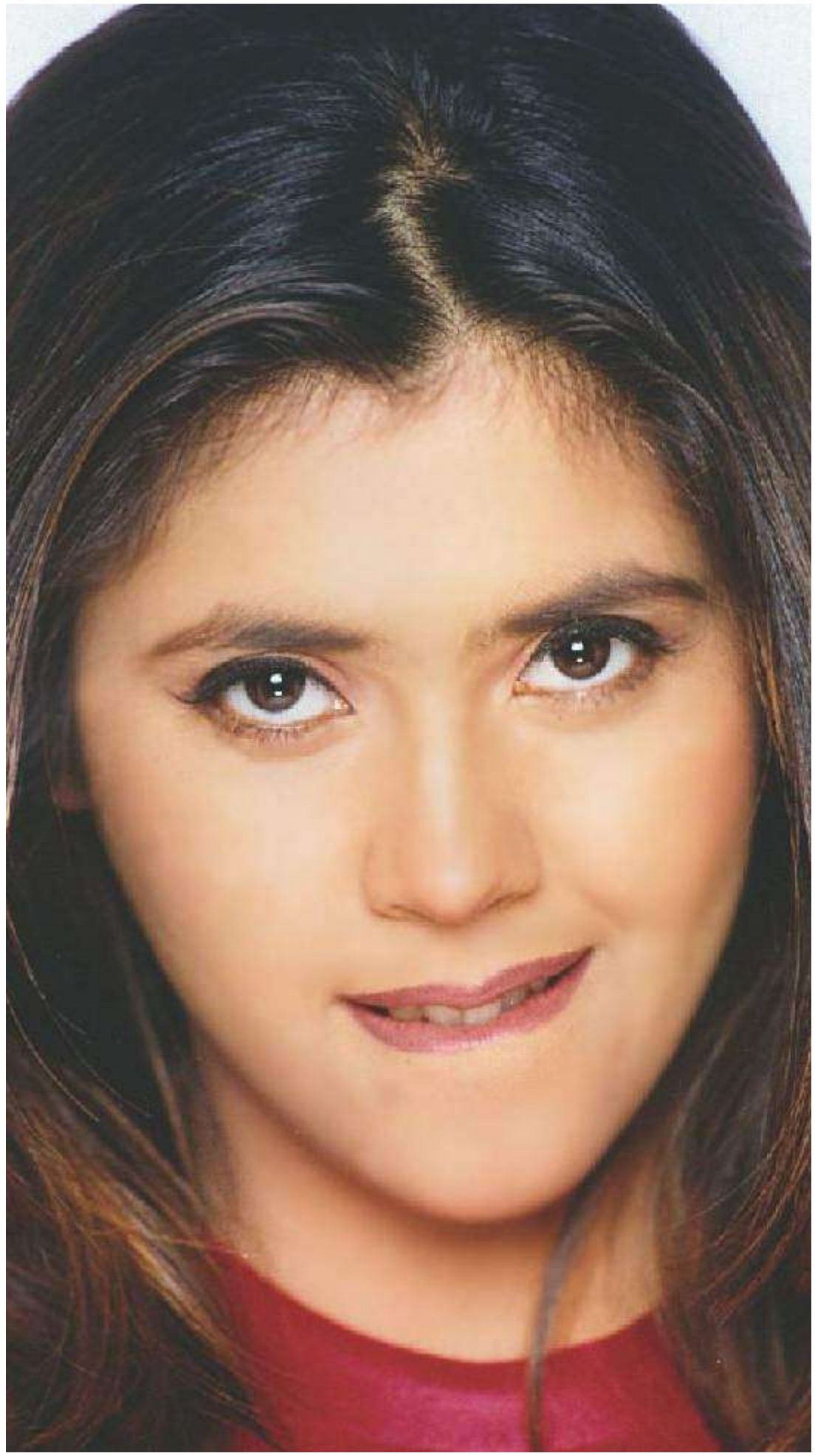
But what really knocked everybody out was her trinity of 'Kyunki Saas Bhi Kabhi Bahu Thi', 'Kahani Ghar Ghar Kii' and 'Kasuati Zindagi Kay'! These three serials are till today the benchmarks of popularity on TV. Still, with the bravos, they also brought brickbats for her. While the middle class went gaga over them, the discerning clan thumbed their noses at her calling her successes regressive, a charge she fiercely contests, to this day.

Ekta has been crowned as Maharani of the mush and if you thought that's no big deal - think again. Ask that housewife at that kitchen sink and you would know how big the deal Ekta has really been for them.

From nowhere, to somewhere, to everywhere, to again nowhere, to… well, the crisscross of Ekta's journey has been one of its own kind. Only she knows how it feels to be the Numero Uno and then come hurtling down to near nobody, when nothing you do works!

But she has a phoenix in her that again and again rises from its own ashes, just like when she was written off after 'Mahaabhaatat' with seemingly no likelihood whatsoever of a resurrection and resurgence, she has again created big ripples with Pavitra Rishta (Zee), which is well and truly a top-notch show today, wowing the viewers and bringing back the old euphoria about a Balaji product. And take it or leave it, she still has the crown of the queen of TV Commerce on her head!

Make no mistake about it!



G. KRISHNAN

Media Mogul!

There is no one in the media who has acquired this kind of success. A renowned entity in the world of television, G Krishnan is a force to reckon with. He undoubtedly is the Mogul of the Media empire. He has had a long and fruitful association with the television industry as the Executive Director & CEO of TV Today Network Ltd. He is instrumental for the launch and success of one of India's premier news channels Aaj Tak.

G Krishnan was associated with Bennett, Coleman & Co. Ltd. (The Times of India Group) before he commenced his journey with TV Today Network Ltd fifteen years ago, in 1995. It was his business acumen and efforts that resulted in the launch of Aaj Tak on 31st December, 1999. He is responsible for the conceptualization and subsequent launch of Aaj Tak that gained popularity within few months. In a time when the India's broadcast scenario was not very sound, Aaj Tak had already established itself as a reputed enterprise. Aaj Tak flourished under the domain of Mr. Krishnan.

Even today, it's the most respected news channel among a plethora of its competitors. Such is its credibility that it been conferred with the prestigious Indian Television Academy award for Best News Channel for 9 years in a row! It's commendable to have retained its reputation for almost a decade. It has wowed both national and international viewers and bagged the RAPA Awards, Abby Awards and Promax Awards. Its winning run has been unprecedented till date. And all the credit goes to Mr. G Krishnan!

Post Aaj Tak's meteoric ascend to India's top news channel position, Mr. Krishnan expanded the company in a big way. TV Today Network Ltd. grew from a single channel media company to India's No. 1 news network. He launched Headlines Today, India's first 24-hour English news channel, Tez, a Hindi headline format channel and thereafter Dilli Aaj Tak. After securing the news network in India, Mr. Krishnan took the flagship Aaj Tak to UK, US and Continental Europe.

The dynamic strategist has won many laurels and is an active professional who made notable contributions to the media industry. He is the founder Director of the Indian Broadcasting Foundation (IBF), Chairman of IBF-AAAI Joint Working Committee, Board Director of Media Research Users Council (MRUC) and News Broadcasters Association (NBA) and Board of Governor of Advertising Standards Council of India (ASCI). He was also instrumental in the launch of India's first private FM Channel, Times FM. His foresight and illustrious career of 25 years has made him the media mogul he is today and we eagerly await his new ventures.



GAJENDRA SINGH...

Mesiah of Musical-talent!

When you talk about the shapers of TV spectrum in India, you can never turn a blind eye to him. He has created a whole new genre on the medium of the Talent-hunt shows. He wields a magic wand that can spot talent in the unlikeliest of places and is the Messiah of singing aspirants in the country!

Born to a humdrum Thakur family in a sleepy village of Azamgarh in UP, Gajendra Singh was besotted with Films, especially of Raj Kapoor's. That was because the legend cast his films in a uniquely musical mould and Gajendra, with his avid ear for music, was head over heals in his love for whatever the maestro did. And then that train to (what was then) Bombay landed him on the threshold of Dame Fortune!

Gajendra had taken this train at the behest of his uncle, Lal Singh who was into editing films here, so next he knew he was learning cuts and splices from the man. Quick on the uptake, Gajendra learned the ropes in no time and was ready to branch out on his own. His hold over his craft earned him early breaks and soon he found himself editing serials of note like Raag Darbari and Charitraheen on DD.

But Editing couldn't possibly be his last milepost. He was all he time churning a lot of ideas and concepts, and one day he hit upon one that was to become the springboard for him to reach the top.

Listening to Sheel Kumar's Antakshari on Radio, he sprang to his feet as it struck him that it would be a swell idea to do a visual Antakshari on TV. That was it! He bounced the concept to Zee and they grabbed it. And the result was the Anu Kapoor anchored 'Antakshari', that went on to enthral viewers for upwards of a decade!

While doing this show, he was amazed by the flourish of some of the singers in it. They all hailed from distant, God-forsaken places and their talent had no chance to reach any fruition. Gajendra decided to give them that chance with a show devoted solely of their talent. Thus came 'Sa Re Ga Ma' a marvel of a show that gave a string of pearls to playback singing like Shreya Ghoshal, Sunidhi Chauhan, Kunal Ganjawala and so on.

Through these two shows, Gajendra has walked into the immortals of Indian Television!



GOVIND NIHALANI

A Legend!

Govind Nihalani is a legend in himself, someone who proved that there are no barriers when it comes to translating your vision into movies and TV series. There can be no encumbrance if your mind is set to touch a particular concept and enlarge it in the world of cinema. A renowned director, cinematographer, screenwriter and film producer; he has done it all in his own remarkable style.

His first directorial venture was Aakrosh starring Om Puri, Naseeruddin Shah, the late Smita Patil and the late Amrish Puri which won seven awards. In his very first movie he managed to rope in such legendary actors and also showed how offbeat and real life cinema works. After this there was no looking back for him and rest as they say is history. One after the other he directed, produced and with its excellent cinematography, he gave the Indian cinema few of the most cherished, legendary movies with a touch of reality and social relevance wrapped in his magical vision.

For him the medium didn't matter and soon he debuted on Television as Director & producer for his mini TV Series Tamas in 1987. Tamas was a controversial and highly acclaimed television film based on the classic Hindi novel written by Bhisham Sahni, with a cast comprising of brilliant actors like of Om Puri, Amrish Puri, Deepa Sahi amongst others. His second venture on television was the TV series Jazeere in the year 1991which he himself had written and also directed it. This TV serial too had a brilliant cast of talented actors like Irfan Khan, Ratna Pathak, Mita Vasisht, Jyoti Subash Chandra and Swapnil Diwan amongst others.

Govind Nihalani's every movie and his TV series have been distinctively different in all the aspects but still hold back that unique style of his that embellishes it. Over the years he has directed many films which are not only critically acclaimed but also have grabbed the viewer's attention. The last movie that came from him was Dev in 2004. We eagerly await his next, which we are sure will as distinct and it would be a boon for Indian television to have him back on the small screen.





GULZAR...

Wizard of Words!

Magic flows through his pen. What he can do to a word is what Midas could do to iron – turn it into gold! He is a marvel as a penman, a storyteller and a bard of ballads of love, sorrow and solitude. There isn't another like him!

Some seven decades ago, when Sardar Makhan Singh and Sardarni Sujan Kaur fondly named their new-born, Sampooran, they didn't know how apt the name they had chosen for the boy. As history would prove it later, the little one was to grow into a Sampooran, i.e. a complete specimen of a human artistry!

Youth & poetry came to him together and to write that, he acquired a pseudonym – Gulzar Deenvi, which was to echo in the world of entertainment like a gong in the temple of Zeus!

His creative urges put him on the train to Bombay and in no time, he earned the attention of the likes of Bimal Roy, Hrishikesh Mukherjee and others of their distinguished ilk. By and by, Gulzar (by now Deenvi had ebbed away) perched himself notches above others as a Lyricist, Scenarist and Director.

Not only on the Big screen, his work on the Small one, too, is etched in the collective memory of viewers all across – particularly, his tour-de-force, Mirza Ghalib, starring Naseeruddin Shah in the eponymous role. Mirza Ghalib was a definitive moment on our Television and indeed, if somebody could recount the saga of that Saint of Sorrow, it was only and only Gulzar!

Mirza Ghalib, so to say, was an ode from one wordsmith to another – two centuries apart!

On Television, Gulzar also did 'Swyamsiddha', a saga of Woman Empowerment and 'Terah Panne' that told the tales of 13 women of substance in India. In it, the Diva of Indian Cinema, Hema Malini portrayed all the 13 of them and under Gulzar's direction, gave a revealing account of herself as an actress.

His limericks also have made people go into raptures, particularly, 'Chaddhi Pahan Ke Phool Khila Hai' from Jungle Book. The long and short of it is that he has given a fragrance to Television that will never wear off!

But that's what a Gulzar (Garden in bloom) is all about, no?

GYAN RANJAN SAHAY...

Master of the Moving Image!

Hailing from Bihar, when he put his first step into the gateway of the illustrations Film & TV Institute of India for training in Cinematography, he hardly knew that it was a step that will take him to the apex one day. Once there, he got over the freshman's jitters soon enough and plunged into learning his craft like one possessed.

Gyan Sahay, one of the most dependable and highly-regarded technicians in Television today, had his first brush with the medium in Idhar Udhar of Anand Mahendroo's. Not quite on cloud nine at the idea of doing Television instead of films, he became even more miserable when he saw the first results of the routine TV shootings he was saddled with, initially.

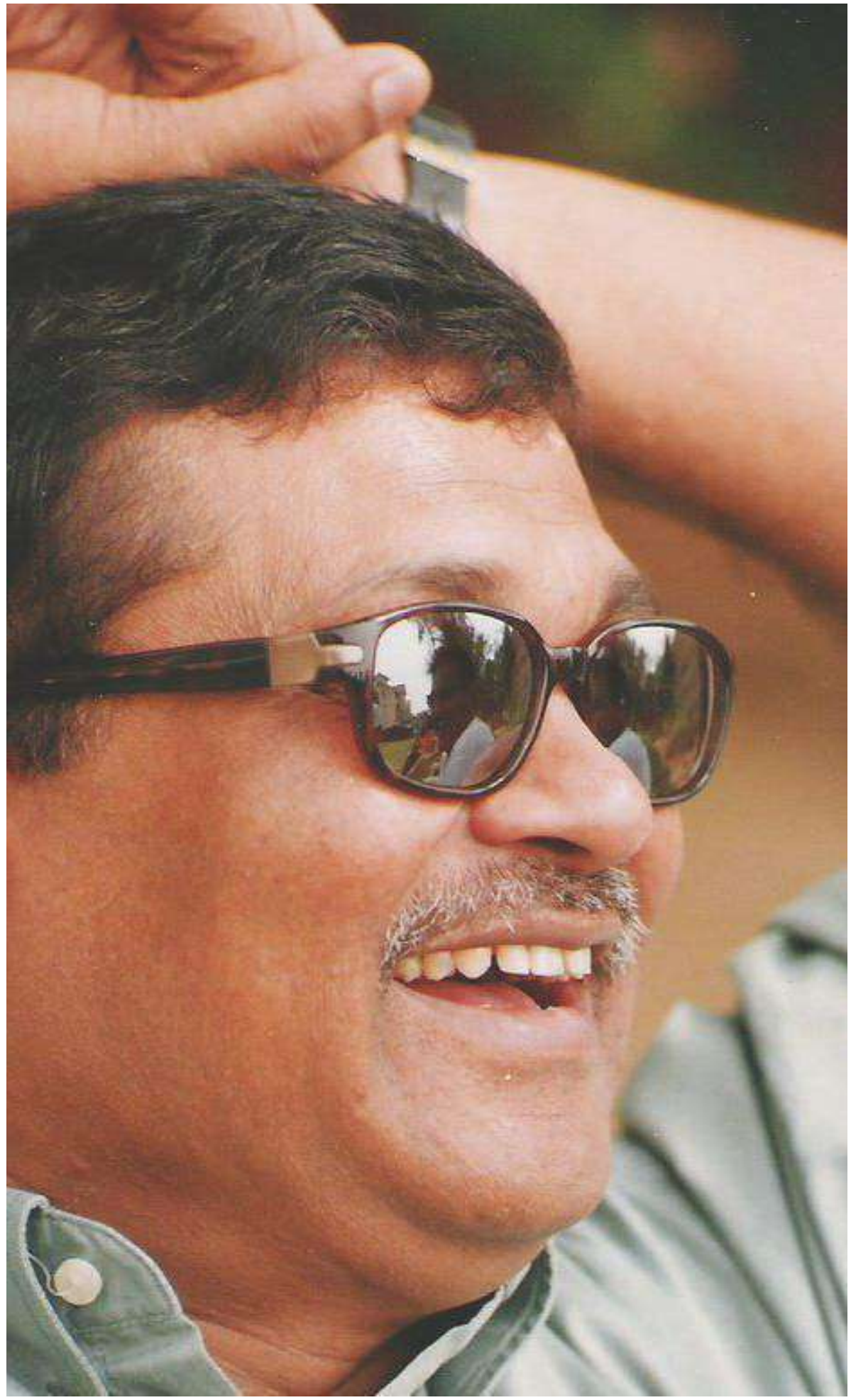
His creative urges refused to succumb to those run-of-the-mill patterns of lighting etc. and he stopped shooting on the 3rd day, itself, asking Mahendroo to give him all the time he needed to re-do the entire lighting design. A diehard unorthodox himself, Mahendroo agreed and Gyan turned everything topsy-turvy, laying his own out-of-the-box patterns all over. Mahendroo and the unit sat before the monitor with fingers crossed, not knowing what to expect.

Suddenly, there was a big scream of 'Eureka!' It was Mahendroo whooping at what Gyan had finally done to the frame! And the whoops and the Wah-Wah's have continued to be showered on whatever he has done since then. The experimental streak is actually an obsession with him, like while doing Dekh Bhai Dekh, it was he (along with Mahendroo, again) who introduced the 5-camera set up for the first ever time in Indian Television.

And he has gone on to acquire iconic status with the multiple camera shoots. He has given amazing results in shows like Antakshari and Sa Re Ga Ma through them. His camera placements in those shows have been simply awesome. That's why it was he on whom the mantle for directing Sa Re Ga Ma Pa fell, when Zee parted ways with the original director, Gajendra Singh.

That way, directing came as an accident to him, but it has become a passion now and from Sa Re Ga Ma Pa (Zee) to Hai Na Bolo Bolo (Star) to Nanhi Si Kali… Meri Ladli (DD), the unmistakable Gyan Sahay stamp has meant exceptional entertainment for the viewers!

Indeed, if there ever was a Star Technician – he is the one!



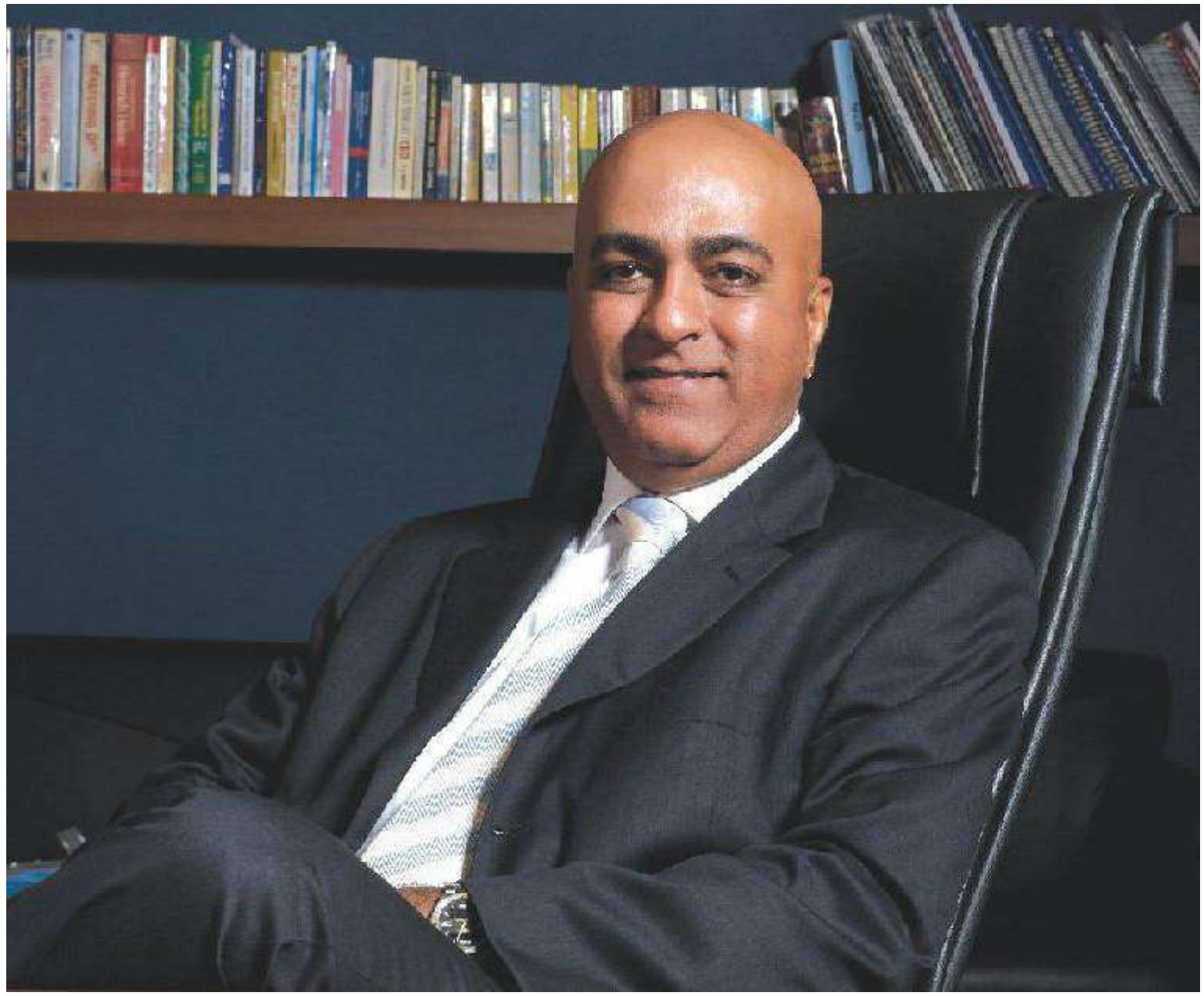
HARISH THAWANI...

The Man, The Enigma

Harish Thawani does not care for Page 3, and those who've met him suffice to call him an enigma. But what is known about him is his list of achievements which can, quite frankly, make up a book.

In short, Harish's career spans over 20 years of significant pioneering innovations, No. 1 shows, global reach in TV rights distribution and broadcasting, as well as a company - Nimbus Communications Ltd. - probably amongst the five largest television companies in India with a 2010-11 turnover estimated to be in excess of Rs. 1,000 cr.

Nimbus is a pioneer in syndication of airtime sales and marketing, and has, to its credit over 100 shows like Nukkad, Fauji, Wagle ki Duniya, Superhit Muqabla, Shakti and Chandralekha being just a few. It was also the first to introduce the concept of airtime and broadcast sponsorship syndication.



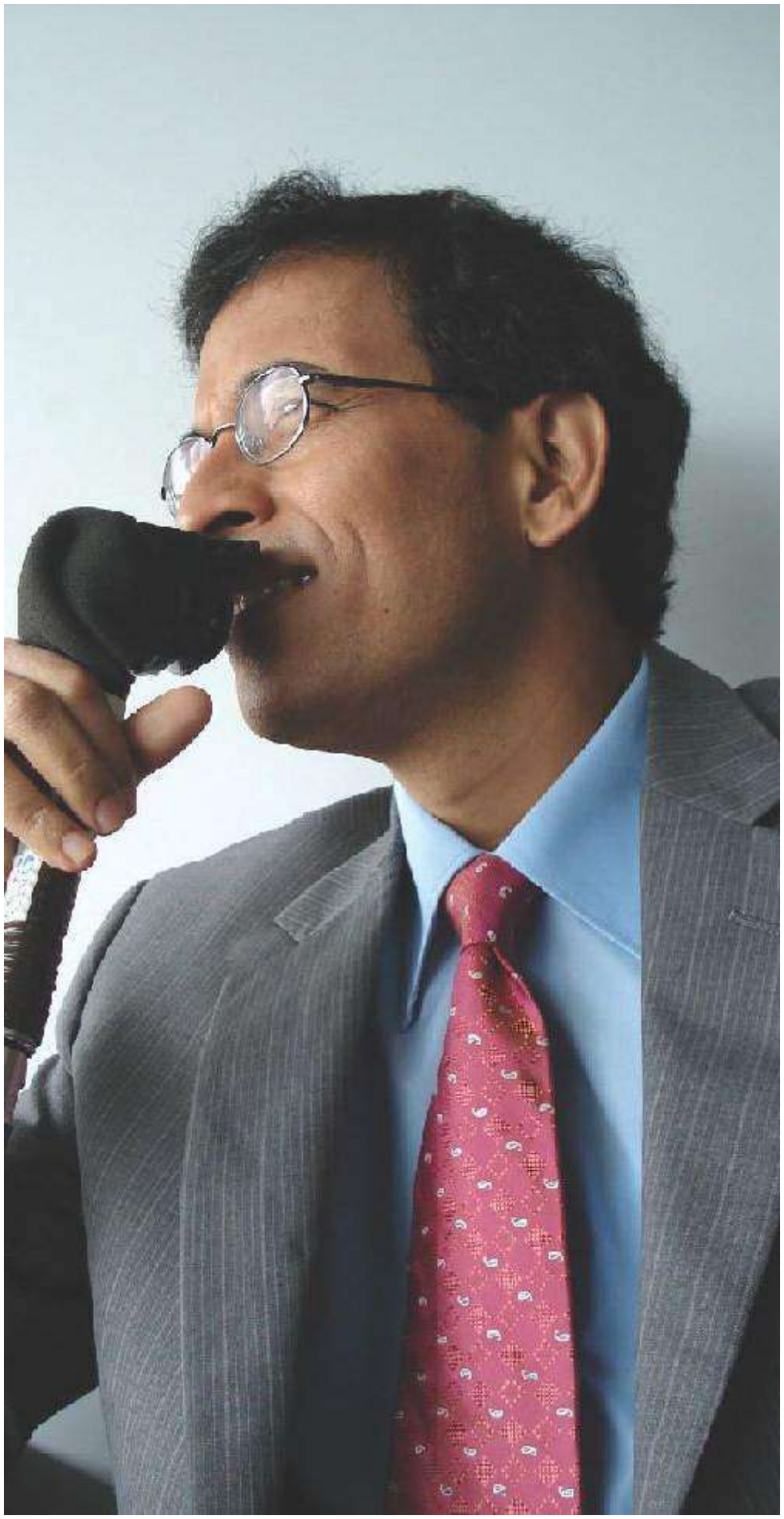
In 1990, Nimbus produced Football Fever hosted by Shekhar Suman, the first ever major sports serial. That marked the beginning of Nimbus in the television space of sports, which it went to dominate and how!

Under Harish's able leadership and entrepreneurial flair, Nimbus became the first Indian company to foray into the business of sports rights management with mega events such as the 1992 World Cup, followed by Asian Games in 1998 and the World Cup in 1999 on Doordarshan. He also produced the first edition of path breaking Extra Innings on SET, pioneering the genre of 'Cricketainment' programming in India.

Harish's participative background in sports soon fuelled Nimbus Sport - the sporting arm of Nimbus Communications - to its global position of one of the world's leading sports marketing and production companies, with extensive global reach having managed EPL, ICC, BCCI properties in over five continents worldwide.

In 2006, Harish founded Neo Cricket, the world's first only cricket television channel. Neo Cricket, which broadcasts all over Asia, will shortly launch across US, Canada and Caribbean followed by a European launch.

Harish's enigmatic personality will become clear if you only consider that this self-made man actually worked as a part time disc jockey during his College days. His love for blues music still continues, as does his large range of other personal interests; he is an avid sportsman (plays golf and is a ranking junior chess player), hi-fi buff, and cinephile.



HARSHA BHOGLE...

Sexiest Voice on Air.

He was virgin in a virgin territory. It couldn't have happened to him without passion.

This is the story of a boy smitten by the 'cluck' sound of the ball as it hits the bat. This boy grew up to be the first non-cricket playing 'live telecaster' cricket anchor on television. He was none other than Harsha Bhogle.

What could have inspired a chemical engineer and an IIM graduate to chuck a rewarding advertising executive position at Rediffusion ad agency to take up cricket commentary? His first love – cricket.

He covered his first Test Match as a commentator for Doordarshan while doing his MBA. When Harsha was all of 19, he got to commentate for Ranji Trophy in 1980. He did some freelance work for BBC World Service, and wrote for newspapers and magazines. That was the time when live telecast was at its infancy. In 1991-92, he became the first Indian commentator to be invited by the Australian Broadcasting Corporation during India's cricket series before the Benson & Hedges World Cup.

This was the making of a hotshot television commentator.

Harsha was invited to join the commentary team in 1996 and 1999 World Cups. He got his real big break in 1994 with the entry of ESPN-STAR Sports. Cricket, and commenting on cricket then became his raison d'être.

Live commentary for him is best unprepared. Over the years he learnt to be unemotional if the Indian team was routed out he would "get off the commentary box to vent out his feelings." He soon learnt that there are no retakes on live TV. He befriended the camera for he knew that he couldn't afford to be tongue-tied.

Over the years, with cricketing buddies, Harsha also learnt to chill out during live telecasts. With an innate sense of humour he also introduced humour and pithy one-liners.

Live TV with Harsha proved that Television was no longer a medium for only girls and guy with stunning looks. The realization made Harsha comfortable in his own skin.

Season after season, cricket lovers have stayed glued to their TV screens to catch Harsha on Harsha Online and Harsha Unplugged. He was voted by Gentleman Magazine as one of the "50 men you want to know better", and by Outlook as one of the "eight people who have changed the way their profession is perceived". He is responsible for making cricket on TV, India's largest running soap opera with tears, intrigue, laughter - all that a good soap should be.

J. D. MAJETHIA / AATISH KAPADIA...

The TV Twins!

There is an umbilical cord joining them, though not of the biological kind. Outwardly, they are as different as Aaloo & Pyaaz, but together they make as delicious a combo as the two. J D, open, animated and exuberant is a perfect foil to the bottled-up, brutally honest and brash (when he chooses to be) Aatish. It's perfect because despite being a contrast, it miraculously makes them an alter ego of each other!

In showbiz, where bonds are so brittle, they are a startlingly pleasant exception to the rule. Their bond has endured – and how! And that's because they do not 'encroach into each other's territory'... as elaborates J D, 'Aatish is the backbone here for Creative decisions and I don't mess with that… Production is my field and Aatish leaves me in it on my own!'

That's how their 'Hats-off Productions' works! After regaling the audience with the somewhat over–the– top, but hugely funny, 'Khichdi', they went on to make what is perhaps the most subtle and sophisticated comedy on the small screen ever, 'Sarabhai v/s Sarabhai'!

But the piece-de-resistance in their entire oeuvre is the iconic, 'Ba Bahu Aur Baby', in which they have beaded Comedy with the pearls of Pain like never before on the Indian Television. There have been other shows of great substance from them like 'Ek Packet Umeed', 'Jassu Ben…' and so on.

They have been charged with manipulating the viewers' emotions through handicapped characters like the mentally half-developed, dim-witted Gattu in 'Ba…' or that woman with cerebral palsy in, 'Ek Packet Umeed'!

The duo vehemently contests that. To them, the so-called handicapped characters are perhaps the strongest people in the story. Doesn't Gattu come across as the wise one in the family and isn't that palsied woman seeking her place under the sun on her own, despite that severe handicap of hers.

J D & Aatish have been obstinately consistent in being different. Not for them those 'whining, whimpering Saas-Bahu's, breast-beating their ways through those slobbery soaps!' (Quote, unquote Aatish). Their work shows that - and how!

They are different and they have made a difference!







KAMNA & FAZILA...

Awesome Duo!

The awesome Producer- duo, Kamna Menezes and Fazila Allana commenced their journey as producers with Sol Productions Pvt Ltd. in the year 2003 which went on to became a part of Zodiak Entertainment in 2007. With their alliance the TV industry witnessed a very rare pair up of two women heading a production company. They have proved to be one of the best Producer duos in the television world. At present they have mesmerized the audience with their season two of Zara Nach Ke Dikha on Star Plus.

This Awesome Producer Duo can give many a big production houses a run for their money because in a very short period of time they have managed to attain a prominent stature in the television industry and their company has scaled the heights of success. Their recent ventures like Femina Miss India 2010, Maa Tujhe Pranam, Godhbarai Event, Holi ke Rang Colors Ke Sang garnered high TRP's for their respective channels and gave an eyeful to the audiences. All these events were a hit and proved that with every passing day this Awesome Duo is bound to come up with something unusual, unique and entertaining.

Not bounded by any sort of bias, they have ventured on all the channels and have delivered path breaking shows and events. Kya Mast Hai Life Season 2 on Disney is a hot favorite amongst the teenagers. While the sensational and only one of its kinds Rahul Dulhanya Le Jayenga and Rakhi Ka Swayamvar on Imagine TV though were criticized but were popular amongst the viewers.

Nach Baliye season one and two acquired the popularity that no reality show with TV personalities has been able to garner. They started the trend of celebrity dance shows which gave way to many such shows but none could match the intensity of Nach Baliye. Koffee with Karan season one and two was just another successful show coming from their kitty and was one show who's repeat telecasts also had immense viewership. In the past seven years since their commencement as the producers this Awesome Duo has contributed immensely to the television world and has given unforgettable shows like Dancing Queen, Voice of India- Mummy Ke Superstars, Nach to the Groove, Nach Le Ve with Saroj Khan, Discovery Week, Koffee with Karan, Nach Baliye to name a few and have successfully took charge of innumerable events and award shows.

They have been there and done it all from producing reality shows to teenage shows, from various awards to varied TV events but still each of their ventures represent a distinct style, exclusive content and inimitable creativity.

KANWALJEET...

That Silent Stare!

Eyes, they say, are elemental to Acting. An actor is an actor only when he can convey through his eyes rather than by mouthing high-flown lines. One look at Kanwaljeet and you know what the fuss is all about. His deep, brooding, hypnotic eyes are his biggest implements in sculpting a character.

Of course, the Saharanpur born has an impeccable diction too, but even before he uses it, that stare says it all! It has earned him big accolades from the connoisseur as well as the common man.

He learnt the ropes of Acting at the illustrious Film & TV Institute of Indian in Pune. After honing his art there, he stepped out to find his place under the sun in the tinsel town. Opportunity didn't elude him much and he landed the lead role in the costume drama 'Daastan-e-Laila Majnu'. Indeed, there couldn't have been a better choice to play Majnu than Kanwaljit whose entire persona oozed the heat of Romance and an innate melancholy in those vacant eyes of his. But as ill luck would have it, the film couldn't shape well and Kanwaljeet was left with a turkey as his debut.

Roles still poured in and he signed films with the inimitable Vijay Anand and his nephew Ketan Anand. But destiny did not smile at him and even these dependable makers' movies with him came a cropper.

And then destiny took a detour!

Those were the days when Television had started registering its presence on the horizon of entertainment. And it came knocking at his door in the form of Ramesh Sippy's Buniyad, in which he was required to project the agony and angst of Satbir an illegitimate son. Kanwaljeet as Satbir was a revelation. He infused rare intensity in the role and yes, his eyes beamed a pain at you that was heart-rending. Since then he has never looked back, though, by choice, he has been picky and never succumbed to the lure of grabbing roles right, left and centre.

That's why his performances have been deeply cherished by the viewers, particularly his trilogy of Saans, Dard and Siski with Neena Gupta. In the milling mob of actors on the small screen, Kanwaljeet would always stand alone and tall (he is 6':3.5", anyway!)

An actor of actors – if there was one!



KARAN JOHAR...

Dean of Beans!

Who could have thought that a mug of coffee -er, Koffee – would define entertainment on the small screen. Well, it did and how! And that could happen because the mug behind this mug belonged to someone so very special. It was the whiz kid of showbiz, Karan Johar.

Karan has earned this tag of being 'Special' by the sweat of his brow. Though, in popular perception, he has had an easy passage in life, but the truth is far removed from it! The portly, roly-poly, only son of the big time producer, Yash Johar craved to be the centre of attraction since his early days, but would always shrink into his cocoon because of his timidity, arising out of his rotund appearance.

That state couldn't have stayed long – not with Karan at least, as he has it in him to blow himself out of all waters. He just did that and materialised a complete makeover of his former self. And then a cool, collected and confident Karan was all out to take a plunge in the movie streams with 'Kuchh Kuchh Hota Hai'!

What followed is history!

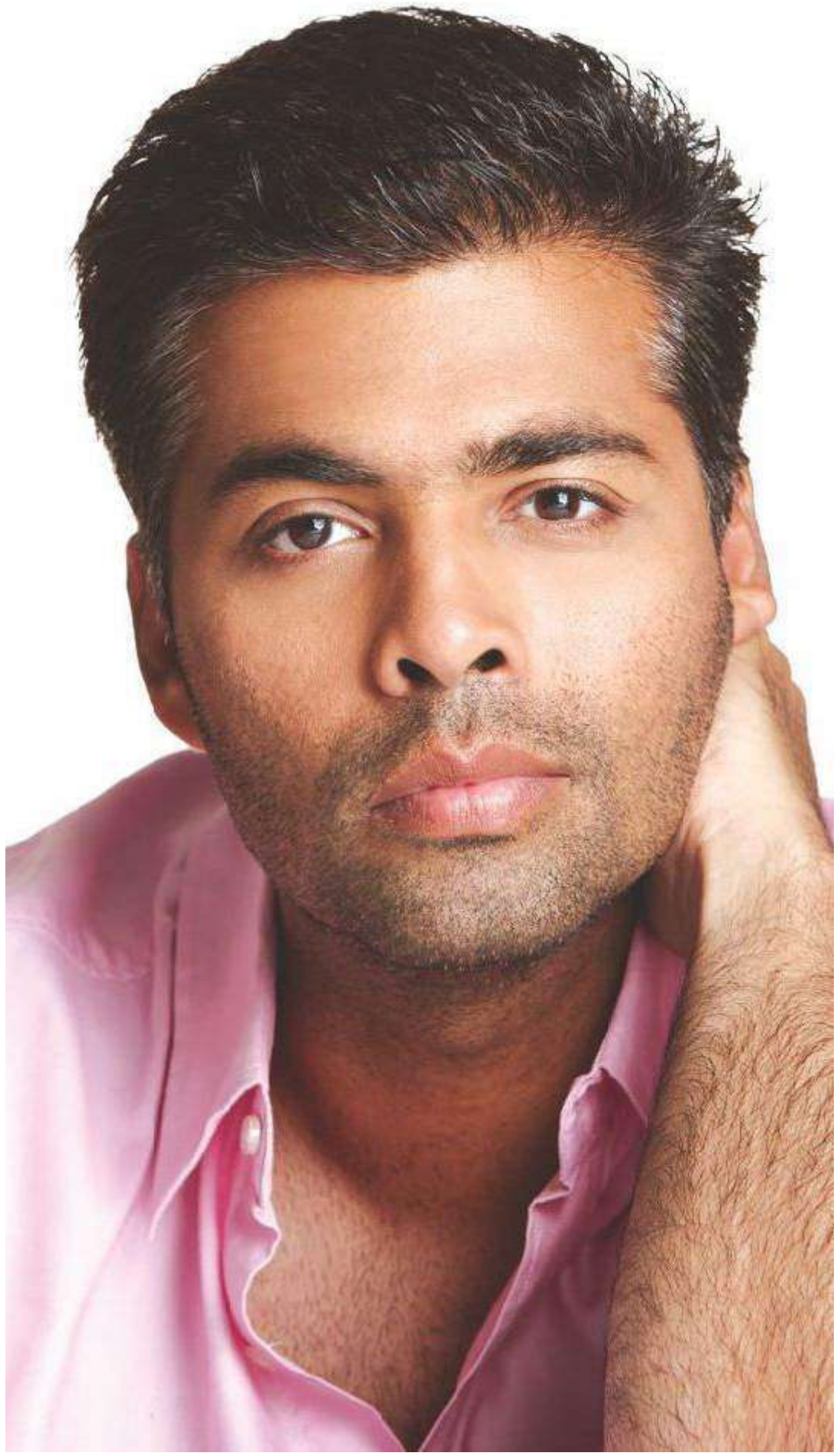
'Kuchh Kuchh…' sent cash registers jingling in frenzy at the box-office and on the firmament of entertainment in the country appeared what was to be a Star director!

And then Karan eyed another pasture – Television! He consented to host 'Koffee with Karan' on Star.

At the outset, there were mixed reactions to this avatar of his. Actually, it took viewers some time to digest his kind of hosting on TV. Some found him 'Cho Chweet', while some others came up with unkind comments as his being too 'La-di-da'! But slowly and surely, he grew on the viewers and his utter confidence in hobnobbing with his Celebrity guests got on to be a treat to watch!

Karan has set new standards of hosting on Television that is totally shorn of the over-the-top, hysterical styles of anchoring that has infested Talk-Chat shows like a malaise on the tube. He is soft, spontaneous and spot-on and has a sparkling wit to boot. The way he suddenly flings those awkward, unpredictable questions on his hot-shot guests enthralls the viewers no end. Perhaps, he gets away with blue murder because of his equation with them, but that's beside the point. What matters is that it makes compelling viewing on TV, the like of which hasn't been seen before!

He is different!





KAVITA BARJATIYA...

Pedigree!

When you are the grand daughter of a doyen of the show-world (Tarachand Barjatiya), daughter of a bigwig producer (Kamal Kumar Barjatiya), sister of a hot-shot director (Sooraj Barjatiya) and you decide to be on the entertainment bandwagon, it would seem to be no big deal!

But for Kavita Barjatiya, it was a big deal!

That's because what she was stepping into was not where her illustrious clan had often been. It was Television, which was almost a virgin territory for the Rajashriwaalas to tread. Almost, because they did venture into the Small Screen once in 2000 through 'Paying Guest' on DD, but they just couldn't take the drill and grind of Television. So much so that Kavita's uncle Raj Kumar Barjatiya threw his hands up in the air – 'Enough! Don't mention TV in my office ever again!'

But Kavita had other ideas! Her Daadaji's quip was her Gospel 'Take risks like me – always! Do something new, something out-of-the-Box!'

And the 'new' was Television!

Kavita had long woken up to the perception of the punch and power of the small screen and her role-model, big brother Sooraj also saw eye to eye with her on this. So Kavita decided to unfurl the Rajshri emblem on TV and she was like one possessed in gearing up to do that.That's how 'Woh Rahnewali Mahlon Ki' came into being! And it came with the signature Rajshri virtuosity in mounting a production lavishly. It also had the quintessential Rajshri values woven into it.

To Kavita, 'Meethapan' & 'Tradition' is elemental to a Rajshri product! Confront her with the charge that Rajshri products are too 'goody-goody', too 'syrupy' to be real and she doesn't bat an eyelid in shooting back, 'Look - that's us! We eat Jain food and traditions are paramount to us. We will only make what we are!'

And this Rajshri stamp is endorsed by millions of viewers all across. That's why 'Woh Rahne…' has crossed 1000 episodes of continuous run and hence, in her very first endeavour, Kavita has secured a place in the roster of the renowned on TV. Besides, she is enjoying fresh triumphs with 'Yahan Main Ghar Ghar Kheli' (Zee) and Do Hanso Ka Joda (Imagine), both of which have entered the Top-5 of their channels.

Today, at such a young age, Kavita has become the envy of veterans!

KUNAL DASGUPTA...

Longest serving CEO!

Kunal Dasgupta holds the distinction of being the longest running professional CEO in the ever-changing world of Indian television. After all, he held on to the CEO's chair at Multi Screen Media, formerly known as Sony Entertainment Television, and a most gigantic office space with an envious teeing track, for an unbreakable 14 years.

A pass out of the prestigious Indian Institute of Management, Kolkata, Kunal joined SET before its launch in 1995 as one of its first employees. With an unmistakable air of command not barring his short stature, razor sharp mind and ever-ready smile, Kunal soon ascended in rank.

Under his leadership, not only did SET consolidate a niche position in the fiercely competitive GEC segment, but also grew from one channel to Multi Screen (a host of channels that now includes SET, MAX, SAB and PIX).

He was the man who fought all opposition and convinced his board to bid an estimated $250 million for the satellite telecast rights to two cricket world cups, three International Cricket Council tournaments and the under-19 world cup on SET MAX. And we all know what that resulted into. With a hit mix of cricket and movies, the channel has been behind much of Sony's prosperity in the country. The winning streak continued with SET and World Sports Group winning the first IPL broadcast rights for $1.03 billion (approx), making Kunal one of the most powerful players in the television fraternity.

Post Sony TV, Kunal is now the CEO of Pioneer Diagsys, which is in the business of selling ads.

Meanwhile none can doubt that Kunal is up and thriving, as anybody who knows him is sure to agree. And we are ready to bet that he still takes time out for his twin passions - golf and films.





KUNDAN SHAH...

They don't make them like him anymore!

This man does it differently. Be it blockbuster movies or top rated television shows, director Kundan Shah always thinks from the heart… and… it shows.

Born in the Indian year of independence, Kundan studied direction at the Film and Television Institute of India in Pune where he made lifelong friends with whom he often worked in the future. He also developed an interest in the genre of comedy at this time.

Which was more than evident in his first film in 1983. A political satire, it was produced by the National Film Development Corporation (NFDC) on a meagre budget of Rs. 7,25,000. That movie was Jaane Bhi Do Yaaron, which went on to become a cult classic.

In 1986, he came up with another gem with partner and friend Saeed Akhtar Mirza. This time it was the heart-warming Nukkad, a serial about the trials and tribulations of urban youth who met together at the local street corner every evening, wherein they shared their life stories with each other and sometimes started new ones too. Simple, realistic and touching, the show comprised great characters in the form of Dukhiya, Kadarbhai, Jhumroo, Hari, Khopdi, Guru and Teacherji, and remains one of the most loved serials of all times.

In 1987, Kundan's serial Police Station ran into censorship trouble over its depiction of police brutality, following which he launched Circus starring Shahrukh Khan. He also co-directed the popular serial, Yeh Jo Hai Zindagi, in this period, making him one of the most sought after directors in the industry.

After directing several serials, Shah took a break of seven years from cinema. He made his comeback in 1993 with the movie, Kabhi Haan Kabhi Naa. In subsequent years, he often wrote for and directed Kya Kehna, Hum To Mohabbat Karega, Dil Hai Tumhara, Ek Se Badhkar Ek and Mumbai Cutting.

From an idealistic aspirant with stars in his eyes, Kundan grew to become one of the most enviable technicians in the film and television industry. He did this without compromising on his ideals and made the sort of 'real' entertainment that is so him. No easy feat that, considering the fickle nature of our entertainment industry.



MANDIRA BEDI...

Mistress of all trades!

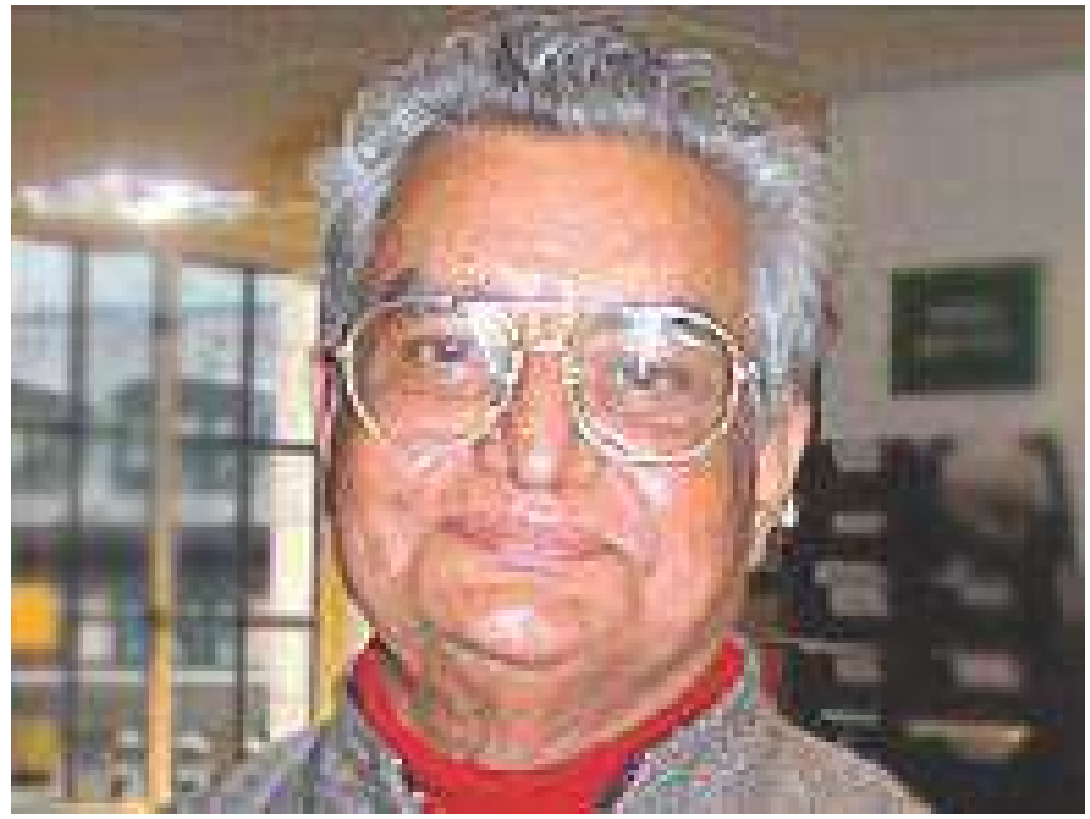
One of those few actresses who fit the bill of being a complete package and trying her hand in almost each and every area of the entertainment sector, it takes just one Mandira Bedi to be a “Mistress” in all these trades! Becoming a household name, all thanks to her role in and as Shanti, she created a hullabaloo, visibly much of an antithetical scenario. Continuing her fine work, she played the title role in Aurat, BR Films’ women-oriented show which ran for two years on Doordarshan and Sony Entertainment Television. She was also seen as the sweet, simple and subtle Preeti in the classic romantic movie, DDLJ.

A diverse actress, model, presenter, an adventurer and most importantly a charmer is what makes her all the more impressive. With an endearing smile, a lovable face and an engaging persona with a dialect to die for, she has swarmed people not only in India but also across the border.

While a lot was happening on the professional front, she married Director Raj Kaushal in 1999. But unlike many female celebs, her wedding neither deter her nor hamper her career. Instead that’s apparently from when the “change” began. Her role as a successful TV actress continued with her negative character as Mandira on television’s most successful show, Kyunki Saas Bhi Kabhi Bahu Thi. She holds a record of sorts, for being the first female presenter for Cricket World Cup along with famous cricketers and personalities on Extraaa Innings. From donning salwar- kameez and saris, this plain Jane went on to become a bubbly babe. Popularizing the Indo-western chic look of sporting a sari in noodle straps blouse, she went on adding the “O-la-la” factor to the generally male dominated shows.

She kept on adding varied feathers to her cap by hosting shows like Fame Gurukul, Deal Ya No Deal on Sony TV and much later Star Plus’ Jo Jeeta Wohi Superstar, IPL’s Season 2, participating in Fear Factor Extreme, Khatron Ke Khiladi, and judging for Funjabi Chak De and Laughter Nights with another celebrity, Navjot Singh Sidhu. One wouldn’t be wrong to proclaim her as Television’s Bipasha Basu, thanks to her amazing body and frequent makeovers. No wonders she’s been honored for the same in MTV Style Awards (2004) and also the DNA style awards (2010). While all this, she continued doing movies like Meerabai Not Out as Meerabai, Dus Kahaniyaan, Shaadi Ka Laddoo directed by better half, Raj Kaushal.

Her popularity just seems to grow with time and still seems to be the perfect muse for the various renowned publications.



MANOHAR SHYAM JOSHI...

The Matrix!

He is the nucleus out of which has grown Television, the story-teller. He has parented entertainment on the small screen. He is the Womb, the Shell, the Matrix that created and nurtured the seed of the medium as we know it today.

Manohar Shyam Joshi did all that and more with the deft strokes of his pen. It was he who structured Indian Television's first serial – Hum Log and ushered in a new era on the tube.

The name Manohar Shyam Joshi was already of high eminence in Hindi literature. His masterworks had earned him the Sahitya Academy Award and a lot many more. A novelist, Satirist, Columnist even a Radio Newscaster, Joshi was truly a man of parts.

But 1982 was the year that turned him into a History-maker. That was the year when Hum Log was being conceived and Joshi picked up the gauntlet to pen this pioneering venture. Television was still a luxury in those days and only the upper crust had TV-sets in their homes. But even as Joshi created a tapestry of Indian Middle-class in Hum Log, , yet it connected with one and all. That's because he sculpted simple, everyday characters of rare and universal appeal and Daadi, Daadaji, Nanhe, Lallu, Badki, Manjhli, Chhutki became household names.

Exactly 5 years later in 1987, Joshi gave another Tsunami to TV to deluge the viewers, hook, line and sinker and that was Buniyad! Directed by the ace Film-maker Ramesh Sippy as his first foray into Television, Buniyad was a soul-stirring saga of the partition and its aftermath. Joshi's pen once again gave sterling characters like Laajoji, Master Haveliram and their clan. Each of them created an instant rapport with the viewers and Buniyad became a mirror into which the countrymen could see the birth of their Nation in all its agony and abandon!

Time and again, the Joshi magic kept on giving TV its own halo and be it the stinging political satire- Kakkaji Kahin, the tongue firmly in cheek depiction of the melancholy of the common man's hopes- Mungerilal Ke Haseen Sapne, or another saga of a nascent Nation- 'Gatha', whatever Joshi wrote became the Bible of Television for all the penmen to follow.

He is the stuff legends are made of!

MEER MUNIR

The Powerhouse Writer

An excellent imagination along with good writing skills is what it takes to be an extraordinary script writer. Mr. Meer Muneer is one of them. His exceptional script writing has given rise to so many popular shows. Right from Bante Bigadte, Chunauti, Mujrim Haazir to shows like Saans, Ghar Ek Sapna, Kkusum, all have been extremely popular.

This writer says that he's always thinking and feels that reading also helps in getting the right thoughts to pen them down. The extremely popular show Saans, which dealt with an unusual concept of a married person falling in love with another man, had the powerhouse actress Neena Gupta in it and was penned by Meer Muneer himself. After its huge success, he then went on to write for Neena Gupta's Palchinn for Star Plus. Kkusum was another popular show which completed a successful run. Some of his other popular shows were Ghar Ek Sapna, India Calling, Virasat and Abhimaan. Muneer had also written about 75 episodes for Amaanat (Zee), but then he walked out for some reason.

He has also written dialogues for various feature films as well. He has translated some Hollywood films like Jurrassic Park, True Lies, Schindler's List, The Lost World, to Hindi dubbing. Stage plays like Bhaag chale, Wo tum hi ho, Shaadi Mubarak, Anjaan sheher, Choo Mantar to name a few are also credited to him. His serials Chunauti and Mujrim haazir also received RAPA award and Amaanat, Aashirwaad and Saans received screen awards. He has been teaching WRITING FOR TELEVISION SHOWS to junior and senior students at Mass media of Mumbai Education Trust (MET) since the past three years.

He is one of the few veteran writers who write their own dialogues. Ideas come to him usually from his own life experiences. He is god-gifted with the ability to write and considers himself to be lucky that he could make a living out of his passion. His message to the young aspiring writers is to read rich literature. Reading good literature makes you come up with good thoughts which help in penning down an excellent script. His modesty and honesty are two qualities that have helped him gain so much recognition. And with so many big serials and plays to his credit, we hope he continues to give a dose of his writing skills to everyone in the telly world!





MONA SINGH...

The "Sony" Kudi!

An incredible performer since childhood, Mona Singh was a good sportsperson as a kid. As weird as every kid's aspiration is, she wanted to become a launderer just because her launderer was a proud owner of a Bullet. Later she had shifting aspirations of becoming a model and still later, a Police Officer. Her sister also tried getting her through as an airhostess and unluckily for Mona, who was least interested in it, she was selected.

Sulking at that she put being in Mumbai to good use by giving acting a try; and that is when miracle (Read: Jassi Jaisi Koi Nahin) happened! An army officer's daughter, the daredevilry and boldness in Mona Singh's genes showed up when she zeroed in upon being the Indian counterpart of Ugly Betty as Jasmeet Walia aka Jassi in this 2003 Sony TV show. The pretty lass was selected as the lead not only because of her acting skills but also because of her braces dominating her big wide grin, which she was asked to keep strictly the way it is. With nerdy glasses she ruled the television screen for almost three years minus the glitz and glam of the saas-bahu drama, a big hit in those days. She showed the stereotyped Indian viewer that you don't have to be all that pretty to win hearts. But soon followed the makeover and she proved the expression 'Beauty with brains' to be true and live.

As if the awards weren't enough, she got major recognition for her role when the Post Office generated limited postcards and stamps of Jassi being printed on them. Needless to say, it was a proud moment for her.

A born winner, she won the first season of 'Jhalak Dikhhla Jaa' on Sony, 'Ek Khiladi Ek Haseena' with Harbhajan Singh on Colors, and 'Arre Deewano Mujhe Pehchaano' on Star Plus. Besides she became the face of Sony TV and its brand ambassador for a period of 13 months.

Invading the territory of hosting with shows like the second season of 'Jhalak Dikhhla Jaa', 'Champion Chaalbaaz No.1', 'Naya Roop Nayi Zindagi' and both the seasons of 'Entertainment Ke Liye Kuch Bhi Karega' with her vivacious spirits and chirpy demeanor, she was also seen as a guest judge on Star One's 'Laughter Ke Phatke' with comedian Kapil Sharma.

Moving a step ahead, she was seen as Kareena Kapoor's sister in Rajkumar Hirani's '3 Idiots'. Probably the best decision of her life has been to get into acting, which has helped her win almost 28 awards and we wish she keeps on adding as many zeroes to the current stats!



MUKESH KHANNA...

Imperishable!

He oozes power from every pour of his personality. There is a halo around him and he can lit up the screen with his presence that few, if any, can match. Mukesh Khanna is a walking powerhouse of charisma that has struck our TV screens like an asteroid!

When you graduate in Science and then take a detour to learn Law, it would be hard to imagine you knocking at the gates of the tinsel town. But that's exactly what Mukesh did. He put aside his BSC and LLB degrees and enrolled himself in the Film & TV Institute of India to learn Acting. Once out of the Institute, he looked for openings in Acting all across and on any medium, whatsoever.

That's when Television beckoned him!

Those were the early DD days and the famed house of Chopras was in the throes of putting together its mega serial Mahabharat on it. The most onerous task at hand for them was to find actors who could play those larger than life characters of the epic convincingly for the viewers to bond to them.

Of particular gravity was Bheeshm Pitamah, who could only be impersonated on the screen by an actor of rare charisma and gravitas. As a stroke of fortune (actually for both), Mukesh approached them for a role and Eureka! The Chopras had found their Bheeshm! Mukesh proved equal to their trust in all respects and his booming voice, his tall frame and his laser eyes created a Pitamah on the screen, who stunned the viewers into a daze, which they have still not recovered from!

Yet another Avatar of him that met with tremendous success on the Small Screen was Shaktiman, his gift to the children of the land as a homemade Superman. In this, his spell on the kiddos was so total that many of them met with accidents while emulating his Shaktiman feats in real life.

That's the magic of Mukesh Khanna! From Mythology to Fantasy to whatever, he can bring you to believe the unbelievable! Today, years after Bheeshm Pitamah and Shaktiman have walked into the dusk, they still remain afresh in our memories and Indian Television has not seen another of him to this day…

Nor is it likely to, in times to come!

NAVED JAFRI / JAAVED JAAFERI / RAVI BEHL...

insanity.com!

They have made a cult of the cracked. They are the three Musketeers who are not swashbucklers with swords, but with their razor-edged humour and their tangy, tartish tongues. Quipsters, punsters, witsters – no coinage or twist of phrase can define them. Like the Holy Trinity of the Father, the Son and the Holy Ghost in Christianity, they are the Tizzy Trinity of Fun, comprising Javed, the father, Naved, the son (bro, actually) and Ravi, the Holy Ghost!

The threesome has built a Madhouse, a Funny Farm, a Laff Academy on Television that is also a hub of green-horns, who flock in to show their talent for – Dancing! 'Boogie Woogie', the show that's their proud property, is the parent of all Talent-hunt shows that are raining cats & dogs on our TV's today.

Basically, it is the brainchild of Naved and Ravi with Javed being its Muse and the in-house Judge to weigh up the talent of the children contesting.

It so happened that the son of the famed comedian Jagdeep, Naved joined hands with buddy Ravi, a Big screen reject (Narsimha, anybody?) to do a show devoted to Dance in vengeance against the 'singing shows like Antakshri and Sa Ra Ga Ma'. Big bro Javed was also all for it, what with dancing being his passion for life. And all the three stumbled upon their El Dorado with it.

When the show started beaming on Sony, the trio couldn't possibly have crystal-gazed about the humongous success it would be in days and years to come. But it caught the viewers by storm and hit the pay-dirt for Sony. Even more than a decade afterwards, Boogie Woogie has continues to be the Channel's tent-pole in terms of popularity. Its really astonishing feat is that it never depends on the Star allure like the Nach Baliye's of this world do. It features commonplace children picked up from God-forsaken places and yet connects with the viewers. Much of it, besides some amazing dancing of course, is due to the insanity.com created by the madcap threesome in it.

But all that buffoonery is only a veneer – scratch it and you will find lots of thinking marrow behind those funny bones! Comedy is serious business, make no mistake about it. As for Boogie Woogie, Javed sums it up, 'It's an honest show!'

Next time when you are caught in its whirls & twirls – remember that!





NAVNIIT NISSHAN...

TV's Original Rebel!

She did what her predecessors in the medium couldn't have even thought of. Doing a brutally realistic, modern day serial with unabashedly adult sensibilities came naturally to her. It only reflected the non-conformist that she was in real life.

Seventeen years ago, Navneet Nishan gave the nod to Raman Kumar & Vinta Nanda's 'Tara' (Zee TV) and became the first symbol of a free, uninhibited, unrestricted woman on Television!

A Punjab di Kudi, Navneet left Academics to pursue her passion for Acting and joined the National School of Drama in 1986. Besides Dramatics, the NSD was also a matrix for unconventional and unfettered thinking that rubbed off on Navneet in ample measure.

Taking the inevitable train to Mumbai after completion of her ward-ship at the School, Navneet went seeking a nook for herself in the tinsel town. Television gave her the first opening in Chanakya (1991) but that didn't matter much for the actress in her. What was going to really matter to her and to Television as well, would come two years later in the form of 'Tara'. This absolutely unconventional brainchild of Vinta & Raman's was a shocking first of its own kind in the genre. It was going to create tumultuous ripples for itself and its heroine.

As Tara, Navneet became a cult figure with the viewers, because she was all that they had been craving to see on TV, i.e. a modern woman who is not uncomfortable with anything, including her own sexuality! Such was the impersonation of Tara by Navneet that the character came totally alive and pulsating for the viewers. And she didn't seem to be something outlandish the them. Instead, they believed in her freedom of spirit and even that lip-lock she did with Alok Nath did not make them flinch. Instead of a squirm, they felt empathy with Tara!

And that was Navneet's triumph as an actress of exceptional calibre! Shuffling from from Navneet Kaur Virk to Navneet Nishan to Navniit Nisshan today, she has come a long way with a considerable body of work on both the Big and Small Screens. Still, despite big roles from Andaz to Dastaan to Jassi Jaisi Koi Nahin to Kasauti Zindagi Kay to Kkavyanjali and so on - she was, is, and will always remain Tara!

That's her role of a lifetime, which has gone on to become a part of Television glory!

NEENA GUPTA...

Rainbow of Emotions!

She has raised the bar for Acting on the small screen. The rich tapestry of emotions that she weaves into her roles knows no parallel. She is a director's delight, a critic's craze and the viewers' wonder, because of her total control over her craft!

Born in the humdrum environs of old Delhi's Seeta Ram Bazar, she had always been special since her very childhood. Following the traditions of a highly literate family, she got into high flown Academics (M Phil and all), but still, all the while she also that she had to pursue her inner calling, which was not about tomes and scholastic pursuits - it was about Acting! The passion had been simmering inside her all along, till she finally left it all and enrolled herself into the fabled National School of Drama to perfect her art.

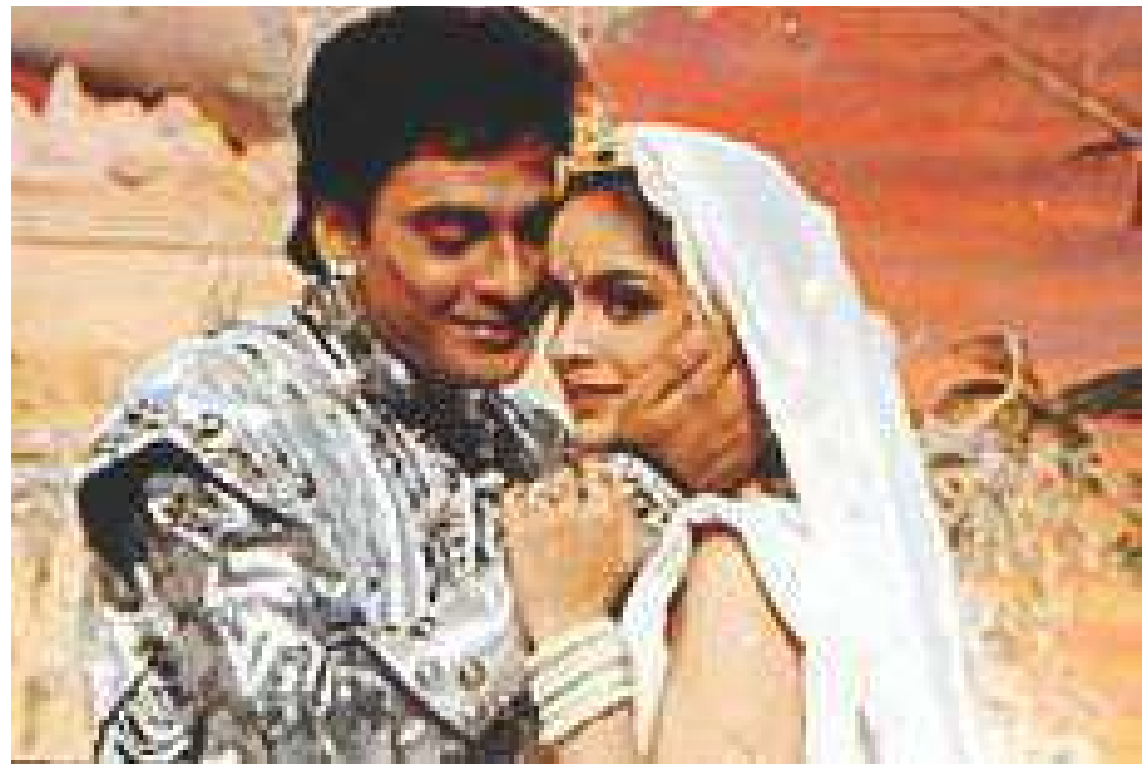
That done, the train to Mumbai was the obvious step to take now and next she knew she was headlong into the turbulent waters of the Showbiz. She received remarkable notices for her work in Jaane Bhi Do Yaaro, Woh Chhokri, Trikal and other such off-beat films. 'Woh Chhokri' even got her the National Award. And by and by, the name Neena Gupta became a guarantee for highly nuanced work on the screen and she was, time and again, the chosen one for makers like Shyam Benegal and others of that 'different' ilk.

However, it is Television that saw the total fruition of her talent and she gave exquisite account of herself in serials like Buniyaad, Khandan, Parampara and many, many more.

TV also saw another side of hers, i.e. a director of deep sensibilities. She created a history of sorts in her very first directorial vehicle, 'Saans'! It was a never-before peep into Man-Woman relationship with a maturity and finesse that has been difficult to match, to this day. Besides Saans, her other emotional incursions into viewers' hearts like, Siski, Dard, Saanjhi also have carried those same deft directorial touches.

Today, Neena Gupta belongs to the tribe of those who have raised Television to another level!





NIRJA GULERI...

She wore the Crown!

Often called the Queen of Fantasy, by virtue of her mammoth opus, 'Chandrakanta', she earned this sobriquet by pouring her sweat & blood into it. If there is an embodiment of dogged determination in flesh and blood, Nirja Guleri would just be the one. Her pluck and spunk and her belief in herself are well and truly exceptional.

Single-handedly, she put together what is perhaps the costliest serial of the small screen ever! There had been Mythology on Television, there had been Horror, Comedy and of course, Drama – but Nirja gave the medium its first Tryst with Fantasy. It gave the first ever celebration of the outlandish and the exotic on it.

For this, she chose a work that, by itself, had made its author immortal. 'Chandrakanta' by Devki Nandan Khatri is considered to be the epitome of Fantasy in Indian literature. It creates a bizarre world of Aiyyari (spying, roughly speaking) and Tilism (more of a maze than magic, as it is popularly known for) that simply hooks you to it!

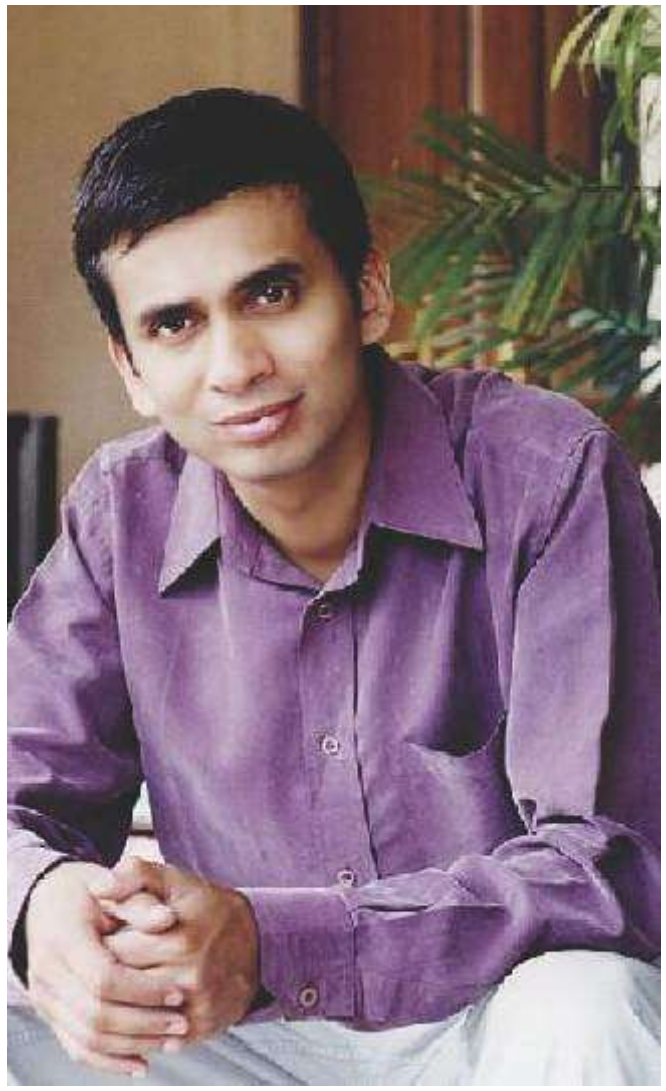
But at the core of it lies the love story of Chandrakanta and Virendra Singh, belonging to the warring kingdoms of Naugarh & Vijaygarh. This mega serial came on air in early 1995 with Shahbaaz Khan and Shikha Swaroop in the mould of the two lovers. Actually, it had an array of characters that were a raging hit with the viewers, like Mukesh Khanna (Jaanbaaz/Meghawat), Pankaj Dheer (Shiv Dutt) and, of course, the extremely stylised Akhilendra Mishra (Kroor Singh).

But if you thought Nirja just rolled on a bed of roses – think again. She had severe problems during the production like a spat with the heroine, the director and heaps of others, but she could never be cowed down or be halted in her tracks.

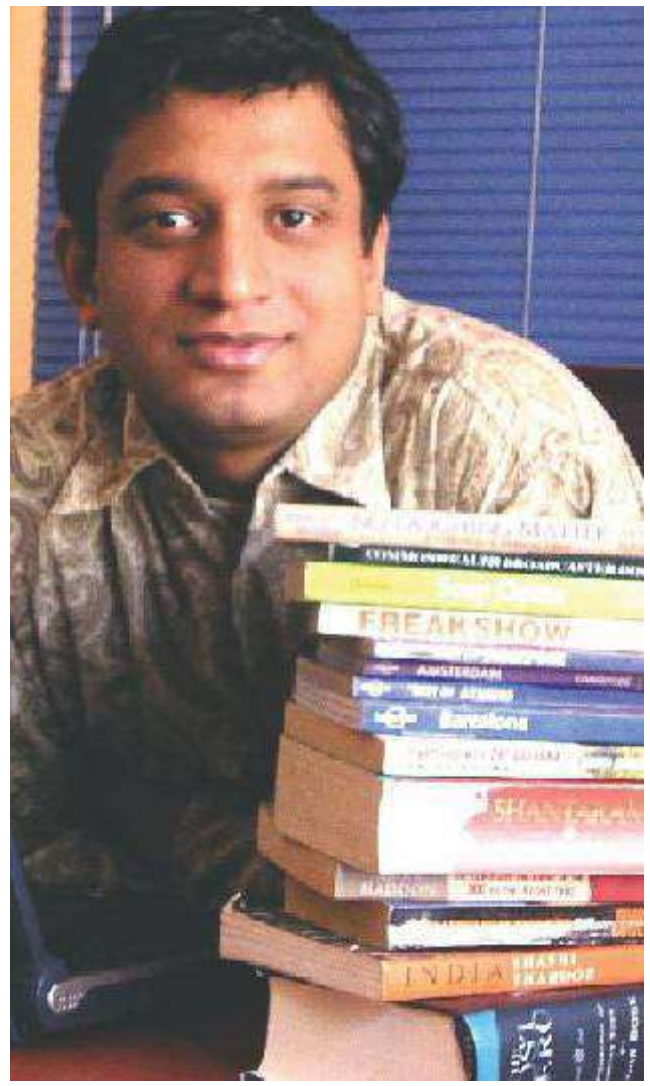
Then, Doordarshan suddenly put Chandrakanta off air and a furious Nirja took them to court. In the meanwhile, she pulled another coup by putting the serial on Star and that too from the very beginning. The court battle went up to the Supreme Court, which finally ruled in favour of the indomitable Nirja Guleri.

DD had to eat the humble pie and agree to the resumption of the serial on its Prime-time. That's Nirja Guleri – irrepressible and indestructible! Chandrakanta accrued 670 millions to DD in the final analysis!

Are there any more words needed to explain her crown?







NIKHIL / NIRET / NIVEDITH ALVA...

The Miditech trio

Sons of exemplary leader Margaret Alva, all three brothers - Niret, Nikhil and Nivedith Alva chose media over politics and became its undisputed pioneers.

Interestingly, the three set out on diverse paths only to reach the same destination. Niret established himself as a journalist, Nikhil composed music for ad jingles and Nivedith started out as an assistant producer for travel shows.

It was in 1992 that Niret and Nikhil decided to come together to establish Miditech, to produce high quality content for niche television channels. In 2002, Nivedith also joined them as a producer. Within no time, Miditech became the market leader for alternate programming. In the past two decades, the production house has created more than 1400 hours of programming across a wide spectrum of genres like factual programming, documentaries, reality, drama, sports, lifestyle and children's entertainment for leading national and international channels, as well as government, non government and corporate clients such as UNICEF, UNDP, Aviva and GMR. Some of their top-rated shows include Hospital (BBC), Wheels (BBC), Living on the Edge (DD,/Star), Galli Galli Sim Sim (Sesame Street), The Great Escape (Star), Musafir Hoon Yaaron (Star), Jeena Isi Ka Naam Hai (Doordarshan), M.A.D. (Pogo), SaaraAkash (Star) and Roadies (MTV), among others.

Already regarded as a pioneer, albeit in niche programming, Miditech hit it big with Indian Idol, which took the nation by storm. With Indian Idol, Miditech became the first company to bring an international format to Indian programming, the first to start reality shows, and the first to introduce SMS voting. A lot of firsts, that is! Proving their detractors wrong, the Alva brothers came up with popular reality shows like Fame Gurukul, Deal ya No Deal, Lux Perfect Bride, etc. in quick succession.

They took their next big step in 2009 when they launched a Hindi general entertainment channel – REAL, in a 50:50 joint venture with Turner International. The channel didn't take off as expected, but that did nothing to dent the contribution and market value of Miditech within the industry.

The charming brothers, meanwhile, continue to create top quality productions, while wearing their innumerable awards lightly.

NITISH BHARADWAJ...

The Almighty!

Crowds gathered in hordes and people bent in prayer when he passed a street. Such was the aura that actor Nitish Bharadwaj brought to his character of Lord Krishna in Mahabharata.

Starring as one of the most loved characters of the mythological epic in BR Chopra's Mahabharata, Nitish took the country by storm. His twinkling eyes, mischievous smile and smooth voice brought the character to life. Not only did he manage to hold his own among other stalwarts such as Mukesh Khanna, Harish Bhimani, Puneet Issar, Gufi Paintal, Rupa Ganguly, Raj Babbar, Pankaj Dheer and Dara Singh, but he also warmed himself into the audiences' hearts with his natural acting.

Following the cult success of Mahabharata, Nitish portrayed several avatars of Lord Vishnu in some of Chopra's other works such as Vishnu Puran. He also played Lord Ram in Ravi Chopra's Ramayan which was aired on Zee TV. But as is often the case, he could never outlive the character of Krishna.

Which could be why he chose to direct a historical television serial titled Gita Rahasya as well as Apraadhi for Star television. He also directed a couple of documentaries and starred in a few Marathi movies like Tuzhi Mazhi Jamli Jodi and Anapekshit, Hindi movies such as Sangeet and Prem Shakti, and Malayalam movie Njaan Gandharvan.

Hailing from the Chitrapur Saraswat community of Konkan, Nitish had studied to be a qualified veterinary doctor from Mumbai. However following his stint in television and films, Nitish turned to politics. A former member of the Lok Sabha, he has contested the parliamentary elections from Jamshedpur and Rajgarh (in Madhya Pradesh) as a Bharatiya Janata Party (BJP) candidate and was elected to Lok Sabha as a Member of Parliament in 1996.

However not barring his other roles, for the people of India, Nitish will always be the reel life avatar of Lord Krishna.





N. P. SINGH...

Singh is King!

Yes this famous phrase is absolutely true in the case of Mr. N.P. Singh, the Chief Operating Officer (COO) of Multi Screen Media Private Limited (MSM). No person in the TV business would deny this fact that N.P. Singh has been the heart and soul of MSM and has very effectively came to grips with the soaring TRP's in initial years of this decade. Sony has been the pioneer when it comes to setting the trends and has always taken the risks in doing what it believes in instead of following the set trends. And Mr. N.P. Singh has generously proportioned this impression of Sony with his strategized initiative and his team of proficiently talented experts.

He is an alumnus of the Delhi School of Economics and was honored with a Certificate of Merit by The Institute of Cost & Works Accountants of India for his meritorious performance. N.P. Singh commenced his journey with MSM in the year 1999 as the Chief Financial Officer (CFO) and after that as they say is all history! N.P. Singh is amongst the few corporate veterans and has an inspiring, magnificent career spanning over 29 years of which he dedicated his eleven years to MSM. As the Chief Operating Officer (COO) of Multi Screen Media (MSM), N.P. Singh is accountable for the operations and performance of all the four prominent channels owned by MSM, namely Sony Entertainment Television (SET), MAX, SAB and PIX.

N.P. Singh also successfully commands the activities across several other functions of the organization including domestic distribution, human resources management, information technology, new business development, broadcast operations, production controls and post-production facilities. This certainly makes him the soul of the organization. Along with the CEO and the Board, N.P. Singh is actively involved in formulating future growth strategies for the Company in addition to managing day-to-day operations of the Company. He is also involved in overseeing the development and execution of programming and marketing strategies for the network and acquisition of films for MAX and PIX apart from Sony. Yashraj's foray into television was a very contemplative initiative and yet again Sony managed to prove its consistency in the league of channels.

Throughout his memorable innings, he has held several leadership positions across Finance and Operations in leading organizations including Modi Xerox and Spice Telecom. What we await is the reign of Sony over the channels, holding its No. One position like before and with entities like Mr. N.P. Singh associated with it, we are sure this aspiration won't be that difficult.



P. KUMAR VASUDEV...

The Parent!

He sowed the first seed of TV entertainment in the country. He ushered a phenomenon into our homes, after which we were never the same again. He is the creator, pioneer and parent, who has sired the visage of Television that we find ourselves in, today.

Born to an archetypal middle class family, P Kumar, since early on, craved to tear himself from that plain Vanilla life of his and move to some creative pastures. As a creative medium, Cinema attracted P Kumar like a magnet. He wanted it to be the Raison d'étre of his life. Hence, he joined the Film & TV Institute of India to get his baptism in Cinema. Once out of there, though not exactly prolific, yet whatever he did was of some distinction, like his film Five Past Five on Mahatma Gandhi's assassinatition that won him the International Gandhi Award!

But Destiny was writing another chapter for him!

That was the time when Doordarshan had come into being as the Sarkaari Channel of India, which was also to remain as the only one in the country for quite some time. It was then that the incumbent I & B Minister, Vasant Sathe and the ministry secretary, S S Gill hit upon the idea of producing pro-development fiction on the pattern of Mexico. And the mantle of directing the first of it fell on this dynamic, talented and raring to go film-maker, P Kumar Vasudev!

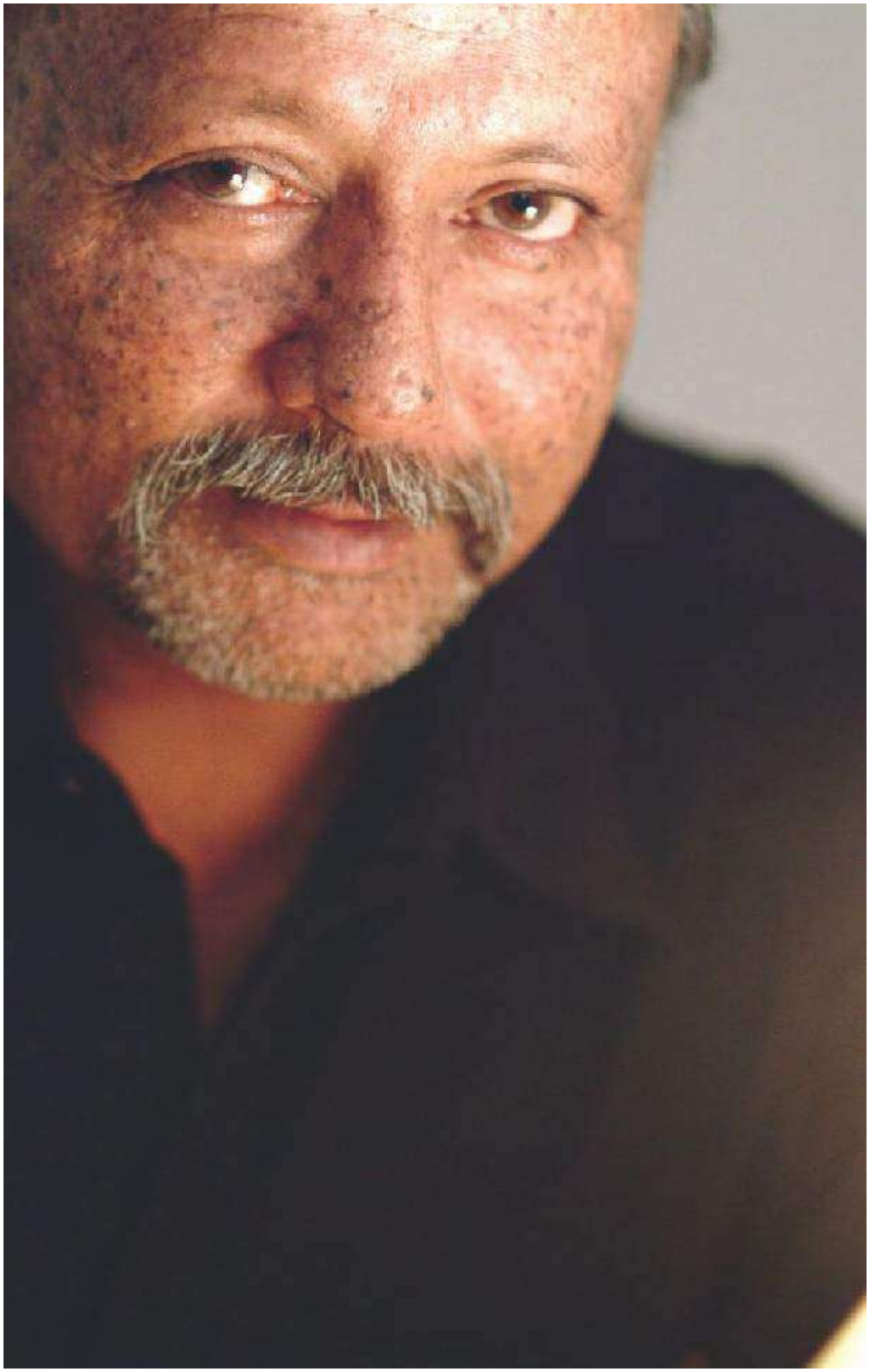
And the result was what generations won't forget!

Aided by the laser sharp penmanship of Manohar Shyam Joshi, P Kumar created Hum Log, the first story that Television ever told and it went on to become a gargantuan success with the viewers all across the country With Hum Log, DD's audience increased from 30 million to upwards of 50 million in one go. In all, the entire running span of Hum log's 17 months attracted 2,140 million viewer hours. If that is not mind-boggling what is?

But the man behind it all did not quite get his due. Alas! How we forget our pioneers!

On the 31st October, 1999, an asthma and diabetes patient died at the age of 60 in Pune. The next day, perfunctory 50-words bits appeared in the inside pages of a few Newspapers that 'P Kumar Vasudev is no more!'

He died unsung, but TV history would always begin with him!
We salute!



PANKAJ KAPOOR...

A Godsend!

He is to the Indian screen, both big and small, what Taj Mahal is to India as far as the art of Acting is concerned. One of a kind, matchless, peerless… you will be exhausted of all epithets and adornments, while describing him and his art.

Born in Ludhiana (1954) in Punjab, Pankaj Kapoor did his engineering degree in Delhi. But life had slated him to be an engineer of emotions, instead. Following his urges, he joined the highly-regarded National School of Drama and after that hopped onto professional theatre in Delhi. Instantly, he became a cynosure of theatre-enthusiasts there with one memorable performance after another.

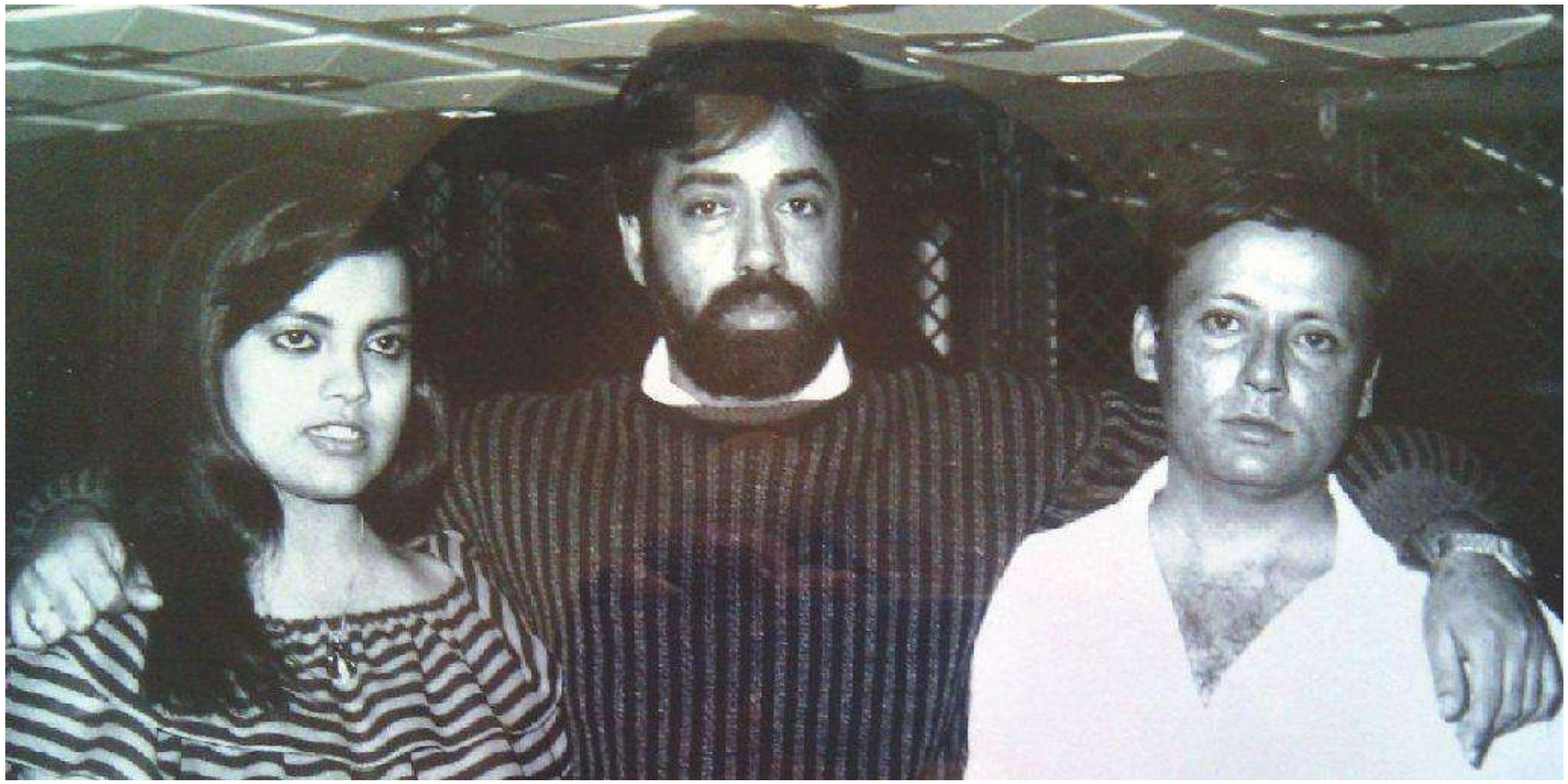
But it was not to be his last post. Destiny crossed his path with that of Richard Attenborough and he cast him in Gandhi as the Mahatma's secretary Pyarelal. Later, he also dubbed for Ben Kingsley in its Hindi Version. He attracted instant eyeballs of discerning directors and became a part of the parallel cinema through featuring in films like Mandi (Shyam Benegal), Khandhar (Mrinal Sen) and other such. But for the lay audience, his first connect was through that rip-roaring ode to absurdity Jaane Bhi Do Yaaro!

Come 1980 and we saw Pankaj taking another detour to what was to be his biggest bonding with the viewers – Television!

Karamchand, the hilarious detective–comedy on DD, made Pankaj an overnight Star on the small screen. He became a household name and a toast of the viewers across the country. And Karamchand was no flash in the pan. Pankaj continued to stun everybody with his rare artistry and aplomb with a versatility that was simply out of this world!

He has displayed equal mastery over both Comedy and Drama, be it his flourish in the uproarious Office-Office, Zabaan Sambhal Ke and that earth-shatteringly funny act with Satish Kaushik in Philips Top-10 or his angst in Neem Ka Ped, Godan and what have you! Who can believe that Musaddi Lal (Office-Office) and Hori (Godan) are actually the same person?

Searching for a paradigm of Acting? Don't go any farther than Pankaj Kapoor!



PANKUJ PARASHAR...

Creating magic on screen!

This is the man who gave us Karamchand and Kitty, and that is reason enough for him to figure in this space. But don't you make the mistake of thinking that Karamchand is his only claim to fame, for the long list of ace director Pankaj Parashar's achievements is sure to leave you breathless.

A resident of pre-partition Pakistan, Pankaj completed his graduation in commerce from Jai Hind College in Mumbai. However being born to a filmmaker father, Pankaj realized early that his true calling lay in cinema. And thus he made his way to the Film and Television Institute of India, where he pursued a course in direction and passed with a gold medal to boot.

In 1980, he won a Filmfare Award for the documentary 'Malfunction'. The film, shot at the Yerwada Mental Hospital in Pune, was part of a student exercise that won in a professional arena. Over the next couple of years, Pankaj proved his mettle through numerous films such as Jalwa, Chaalbaaz, Rajkumar and Tumko Na Bhool Payenge, among others.

Yet, he considers Karamchand his most path-breaking work. And really, who can forget Karamchand, Kitty and the carrot? One of India's foremost detective serial with underlying humour and strong, memorable characters, Karamchand became a cult. It was also hailed as being among the most technically proficient serials, with repeat cuts and long shots.

In time, Pankaj established Mazaa Films, which has been in the business of production and direction of feature films, TV serials, documentaries, corporate films, and computer graphics for the last 25 years. He has to his credit over 400 television commercials too.

However, this exceptionally talented man refuses to take a break. Instead, he has found other avenues to indulge his creativity, those being animation and art. Pankaj became the first director to use computer animation in films in 1986 for the titles in the movie Jalwa. He also directed the first Indian film to use virtual sets and computer-generated backdrops and weapons in the movie Rajkumar in 1996.

On the art front, he has been invited to showcase his digital mixed-media paintings in numerous exhibitions across cities and countries. While JW Marriott Hotel in Mumbai is displaying three paintings by Pankaj, Taj Vivanta in Goa has a collection of Lord Ganesha paintings created by him.

To sum it up, you can trust Pankaj to create the path-breaking!

PETER MUKHERJEA

Shining Star CEO!

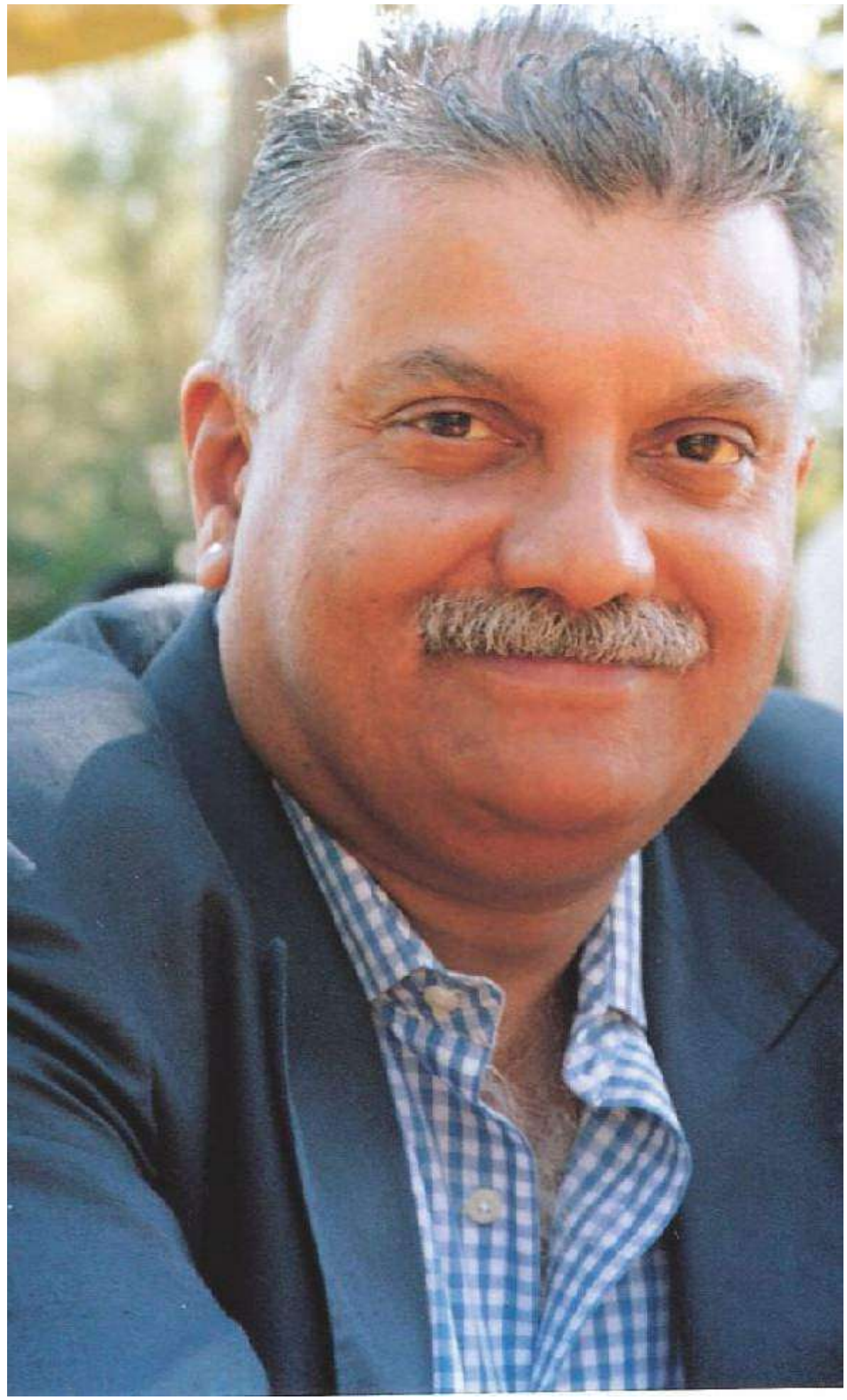
When Peter Mukerjea appointed as the Chief Executive of Star India in 1999, nobody thought he would in any way manoeuvre Star Plus into numero uno position in less than a year. He certainly was the Star Plus CEO who was responsible for its instant shining success that made Star Plus, the number one channel in the country. Peter's shining luck and hard work was bestowed in the channel's grand success. He had joined the TV business at STAR in Hong Kong in the early 90's and moved to India instantly when Rupert Murdoch bought the company.

As the Director of Advertising Sales for Star India for almost seven years he managed to establish an enviable network of professionals across the country. And now many of them have grown into solid executives in the TV business in India and are at the top designations leading their organisations. The profile of Star TV had grown during this period to being one of the most aggressive and ground breaking media companies in the country and the huge part of this success was credited to Peter Mukerjea.

He was made Chief Executive of Star India in 1999 and by 2000 the new management team had managed to turn around the company to a business that was highly profitable and the market leader. The company sustained this No. 1 position throughout his tenure at Star TV until 2007 and expanded the gap between the leadership and the No. 2 position in every year of his tenure. He undoubtedly has been lucky to have had the opportunity to work alongside many of the country's best corporate veterans over the 15 years.

Anyway, 14 years is a pretty long time in this business, in any part of the world. Television is a dynamic industry and fifteen years are too long and perhaps that sensation clicked Peter to move on elsewhere. Peter Mukherjea, the ex-CEO of the interminable No. 1 GEC channel Star Plus, was back with a bang along with wife Indrani Mukherjea as promoters in INX Media but fate wasn't on their side. The ultimate achievement is linked to providing viewer satisfaction and unfortunately he couldn't bring in that shining luck this time consequently the venture failed to reach its goal.

Television is a cyclical business, what goes up must come down and what comes down must go up. We await the moment when he would once again reach the star position and continue with his magnificent journey.



PRABHU CHAWLA...

Razor's Edge!

That's what describes the pungent persona of the iconoclastic Prabhu Chawla and it's pungency that purges. He is a crusader against graft and hypocrisy in public life!

Born in 1946 in Dera Ghazi Khan, his family was a victim of the holocaust of Partition. They waded their way out of the mayhem that occurred there and reached Delhi to start life afresh.

That's how his formative years started and there he pursued Academics with signal concentration and got a degree in Economics from the highly renowned Delhi School of Economics. That done, he started his career as a lecturer in Economies at the Delhi University.

But he was meant for different horizons! He was one of what Salman Rushdie has called Midnight's Children and had been witness to a Nation in the making. Blessed with the boon of expression, he had an ardent urge to chronicle that and hold a mirror to the countrymen to show the ugly contours that had been surfacing by the day, since our independence!

That meant journalism to be the only apt vocation for him and he joined the India Today group in the 80's as a political correspondent. His passion, percipience and astute insight came in greatly handy for him to rise head and shoulders above others and soon he shot to the position of the Editorial Director in the India Today group.

He has created big ripples on Television, too, through his iconic programme, 'Seedhi Baat', on Aaj Tak. The way he rips the masks of the high and mighty from different walks of life in it is such a rewarding viewing experience. The rapier thrusts of his questions pierce all humbug and the way those bigwigs keep hemming and hawing at his barbs is such a delight to watch. It also gives revealing vignettes of their true personas to a captive audience, who have been tuning into the show again and again. In short, the seedhi baat is that Prabhu Chawla has made TV a weapon in the war for accountability in public life.

May his tribe increase!





PRANNOY ROY...

Bee's Knees!

In the US, that's how they describe their incomparable and inimitable ones and the expression sits pat on Dr Prannoy Roy in the Indian Electronic media. What he has done in the genre is well and truly unique. In fact, he has been a one man industry here!

But can you believe it, it was not his calling at all for life!

Born to a Bengali father and an Irish mother, Prannoy Roy was totally consumed by Academics that sent him in a spin from Doon School to Haileybury (UK) to London's Queen Mary College to finally Delhi School of Economics, where he got his PhD in Agricultural Economics.

Predictably, he started her career as a lecturer, but after a year of that went in for Chartered Accountancy. Soon, word went around about his mastery over his discipline and he was absorbed as Economic Advisor by the Ministry of Finance. After all this, could anyone think even in his wildest imagination that he would be spending his life on screen and behind it?

But that's what the writing on the wall was!

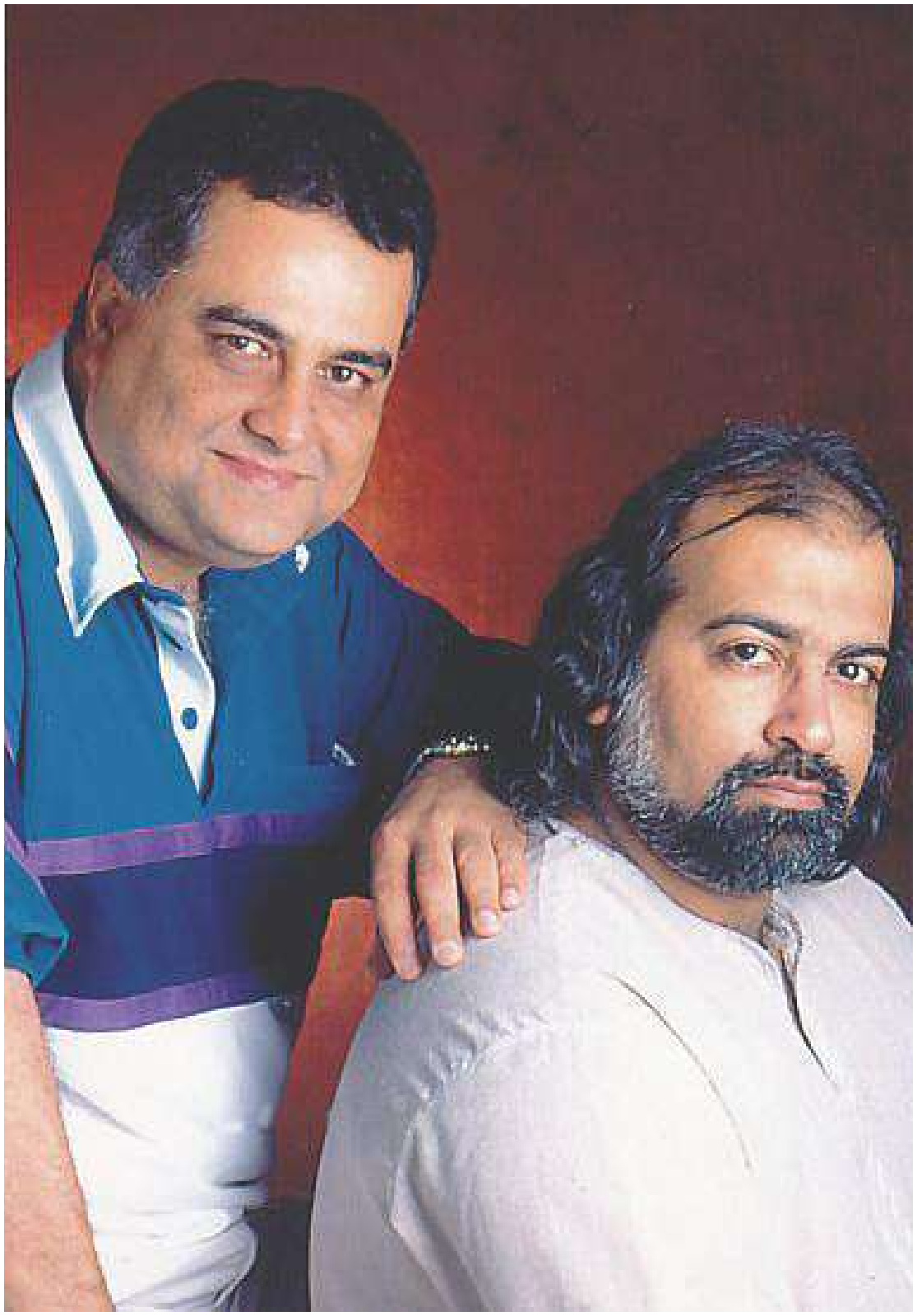
One day he stumbled upon the 'World This Week', a weekly digest of global happenings and they wanted him to anchor it for them. He nodded in the affirmative and that one decision instantly shot him into National prominence. Since then, he has been blazing new trails in the media, culminating in the NDTV conglomerate, which the discerning viewers swear by, today.

Totally prime and propah, clean as a whistle, tidy to a fault, Prannoy Roy is India's answer to Martin Bashir, the stellar interviewer of BBC's Panorama and has done some memorable rap sessions with apex luminaries like Parvez Musharraf and so on. When he started conducting the 9 pm News on 24x7, people listened to him as if each word of his were Gospel!

That's the unflinching trust the Nation has reposed in him!

In every effort that chronicles those who have changed the face of Indian Television, you just cannot pass over Dr Prannoy Roy. He is a cult by himself. The man with the laundered look has been laundering our Polity and Society with matchless aplomb.

But that's what being 'Bee's Knees' is all about – isn't it?



PREM KISHEN / SUNIL MEHTA...

The Duo!

A look at the two of them and you'd settle for brothers… or friends. But few are aware that Prem Krishen Malhotra (fondly called Junior) and Sunil Mehta are actually brothers-in-law, with Sunil's sister having married Prem.

On his part, Prem is the son of actor Prem Nath and actress Bina Rai. He started his career as an assistant director with Raj Kapoor and Vijay Anand and has also acted in over 40 films. Meanwhile Sunil used to have interests in the film distribution business.

Talented and quick thinking, the duo launched Cinevistaas in 1982 with the aim to provide creative services to the advertising, film and television industries. Its initial focus was on the advertising industry and it created over 250 audio visuals, documentary films, corporate films, infomercials and commercials in three years.

In 1985, Doordarshan opened its doors to private producers, offering them the chance to create entertainment content for its viewers. Prem and Sunil grabbed the opportunity with both hands and created popular shows like Junoon, Ghutan, Saahil, and Noorjahan. The adventurous duo were also the first to shoot an entire series on the magnificent Dal Lake in Srinagar and other places in Kashmir at the height of insurgency in the valley - Gul, Gulshan, Gulfam became a huge hit.

What is remarkable about Prem and Sunil is that having cemented their place in television production early on, they went from strength to strength in the following decades with shows such as Jai Mata Ki, Sanjivani, Sssh..Koi Hai, Krishna Arjun, Crime Patrol and many others.

Obviously, this would not have been possible without the support of effective teamwork. Recognising that people are the company's strengths, Prem and Sunil have gone to great extents to recognise and nurture talent. They also believe in backward integration and have therefore ploughed all the resources back into the medium and the creation of its infrastructure. Cinevistaas today is a full fledged production house that produces films and television shows across genres and formats, through its team of highly skilled technicians and cutting edge technological resources.

At any given point of time these two have a number of shows on air, and it is often joked that almost the entire television industry has worked with them at some point or the other, which makes their relations and network one of the most powerful in the fraternity.

PRIYA TENDULKAR...

Avenging Angel!

Alert, aware and ever on her toes, she was a vigilante in spirit and soul. She abhorred injustice and would often take up cudgels on behalf of the exploited and the wronged. But she always did it shorn of hysterics and never made a song and dance about it!

Daughter of the acid-penned doyen of Marathi literature, Vijay Tendulkar, Priya followed the drill of grabbing a college degree and then go hunting for a vocation like being a hotel receptionist, an air hostess, a part time model and so on. She did all of that but could never settle in the rut!

Egged on by her non-conformist father and by her own creative urges, Priya looked towards the screen as the medium of expression for her inner impulses. She started with the Big Screen and did Shyam Benegal's debut film, 'Ankur' as Anant Nag's submissive wife in it. Almost immediately after, she turned to Television and did some Marathi serials of different hues.

And then it happened!

In 1985, Basu Chatterjee cast her in the eponymous role of Rajni that seemed to be a fictional clone of her real self. It was about a housewife, an avenging angel, who just won't tolerate exploitation, injustice and impropriety in day-to-day living. The role was everything that Priya had stood for in life and she struck an instant empathy with it.

The viewers were totally smitten by Priya's Rajni and the two became synonyms of each other. Her impact in the serial was so much that for the rest of her life, despite doing other landmark works, she was known only as Rajni! One of the reasons for that was also the fact that she, herself, too could never outlive Rajni in life and the vigilante spirit of the character percolated to Priya's non-fiction shows like, the 'Priya Tendulkar Show' and 'Zimmedar Kaun?'

That enigmatic smile, that chipped way of speaking and that keen glare in her eyes, Priya used all that was elemental to her persona with optimum effect and she could convey her dismay and disconcert without resorting to the ranting and raving of any sort. A fighter to the core, she gave cancer, too, a big tussle, though if finally snatched her away at the age of just forty eight!

But Priya Tendulkar's don't die and who knows it better than Television and its watchers!



RAGHAV BEHL...

The Business Man!

If your men (read: father, partner, brother) begin their mornings glued to the figures on CNBC TV18, you can squarely blame this man! For it is Raghav Behl who introduced us to the idea of business channels, which, as you now know, have become indispensable for the urban Indian.

Understandably, he could not have become a pioneer like he did without ample foresight, dogged determination, and keen business acumen, all of which he possesses in abundance.

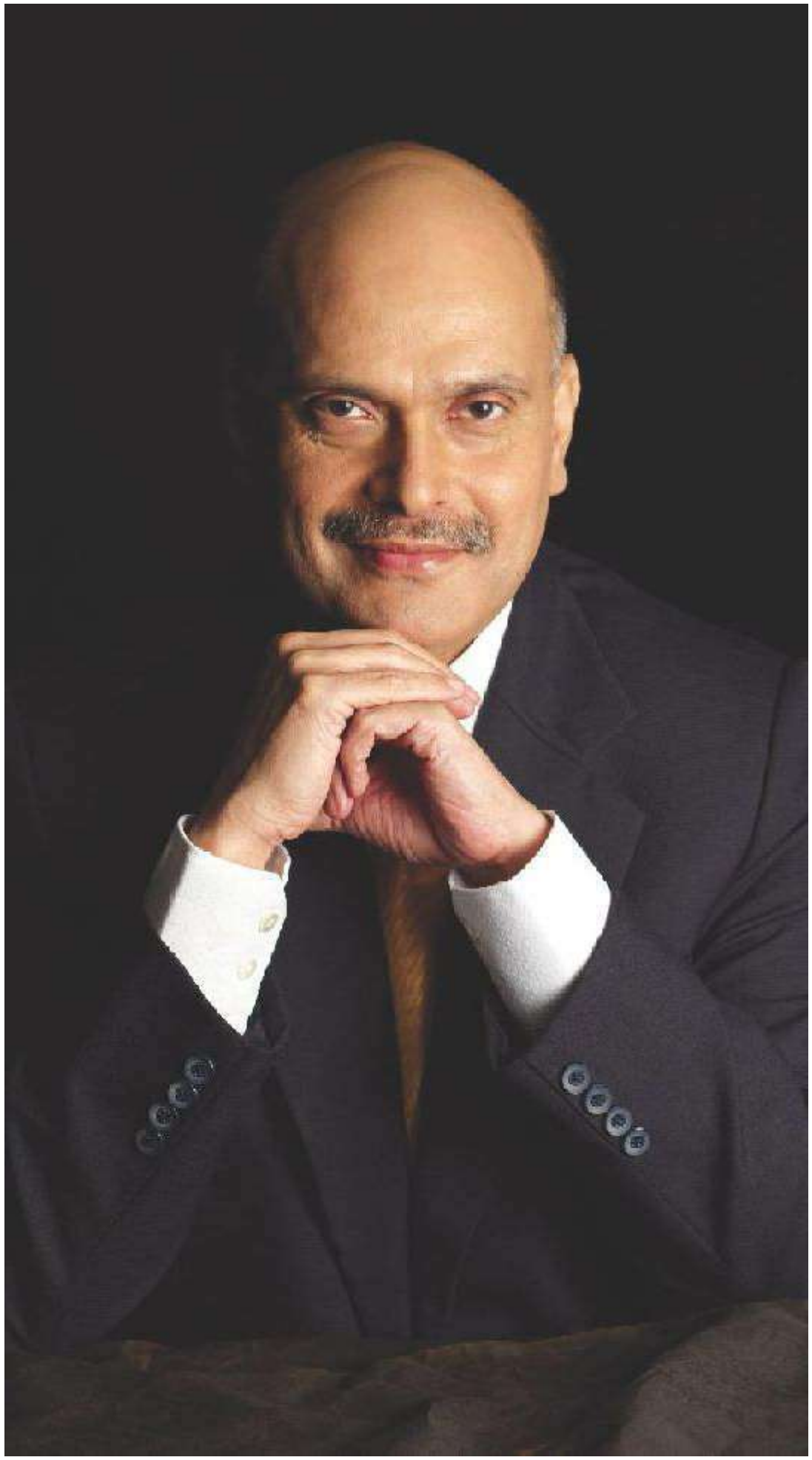
Boasting all the right stamps (Bachelors in Economics from St. Stephen's College and MBA from University of Delhi), Raghav began his career as a management consultant with A.F. Ferguson & Co. followed by a stint with American Express Bank, before turning to his first love - media. Winner of the prestigious Sanskriti Award for Journalism in 1994, Raghav has over 22 years experience in television and journalism.

However, none of his successful stories come close to that of TV18 (now Network18 Group), which he founded in 1993. From producing content to launching first one (CNBC TV18), then other channels (having interests in CNBC Awaaz, CNN-IBN, IBN7, IBN Lokmat, Colors, MTV, Nickelodeon), as also print mediums, internet, filmed entertainment, mobile content and allied businesses, Network18 has become one of the biggest success stories of Indian television. On his part, Raghav has been instrumental in crafting successful Joint Ventures with such media giants as NBC Universal, Viacom, Time Warner and Forbes, all in a short span of 15 years. Experts and trade analysts swear by Network18's credibility in an ever-growing competitive environment, and it is easy to see why each of their channels enjoy the top slot in its respective genre.

On his part, Raghav, even though the Managing Director of Network18, remains the quintessential journalist - curious, sharp, focused, and always in pursuit of excellence. His ability to connect has helped him remain at the top of his work and emerge a great leader to his employees.

In the corporate world, he is a widely admired entrepreneur and was hailed as a Global Leader of Tomorrow by the World Economic Forum. He was also selected by Ernst & Young as 'Entrepreneur of The Year (2007) for Business Transformation'.

Interestingly, Raghav's first book - 'Superpower?: The Amazing Race Between China's Hare and India's Tortoise' is being published by Penguin Books India for a 2010 release, and is already on the financial world's must read list!





RAJAN SHAHI...

Man of the Moment!

He is always that and much more. He has pedigree on his side what with being the grandson of the thespian of Indian Cinema, P Jairaj, who once was a big name on the marquees. Naturally, the young Rajan Shahi got baptised in the medium because of the Film ambience he was surrounded with at his Dada Sahib Phalke Award holder grandpa's home. He was quick to pick up the ropes of the trade and very early on decided on showbiz to be his domain for life.

However, more than films, he pursued his place under the sun in the burgeoning medium of Television.
He joined director/producer Ravi Rai and was his handyman in highly successful serials like Sailab and Thoda Hai Thode ki Zaroorat Hai.

He has really seen it all and done it all! Slowly but surely, he rose from all kinds of odd jobs to be a caller of shots himself and come 1999, he was independently wielding the megaphone for his first serial, 'Dil Hai Ki Manta Nahin'!

From then on he has never looked back! He also enjoys a unique status in the industry as a Serial Doctor. That's because he would often be roped in to establish a show or rudder a sinking one out of the problems it had been elbowed into vis-à-vis popularity ratings. So be it setting up Jassi Jaisi Koi Nahin or salvaging Desh Mein Nikla Hoga Chand, Mili or some such, Rajan became a spring-board for all of them.

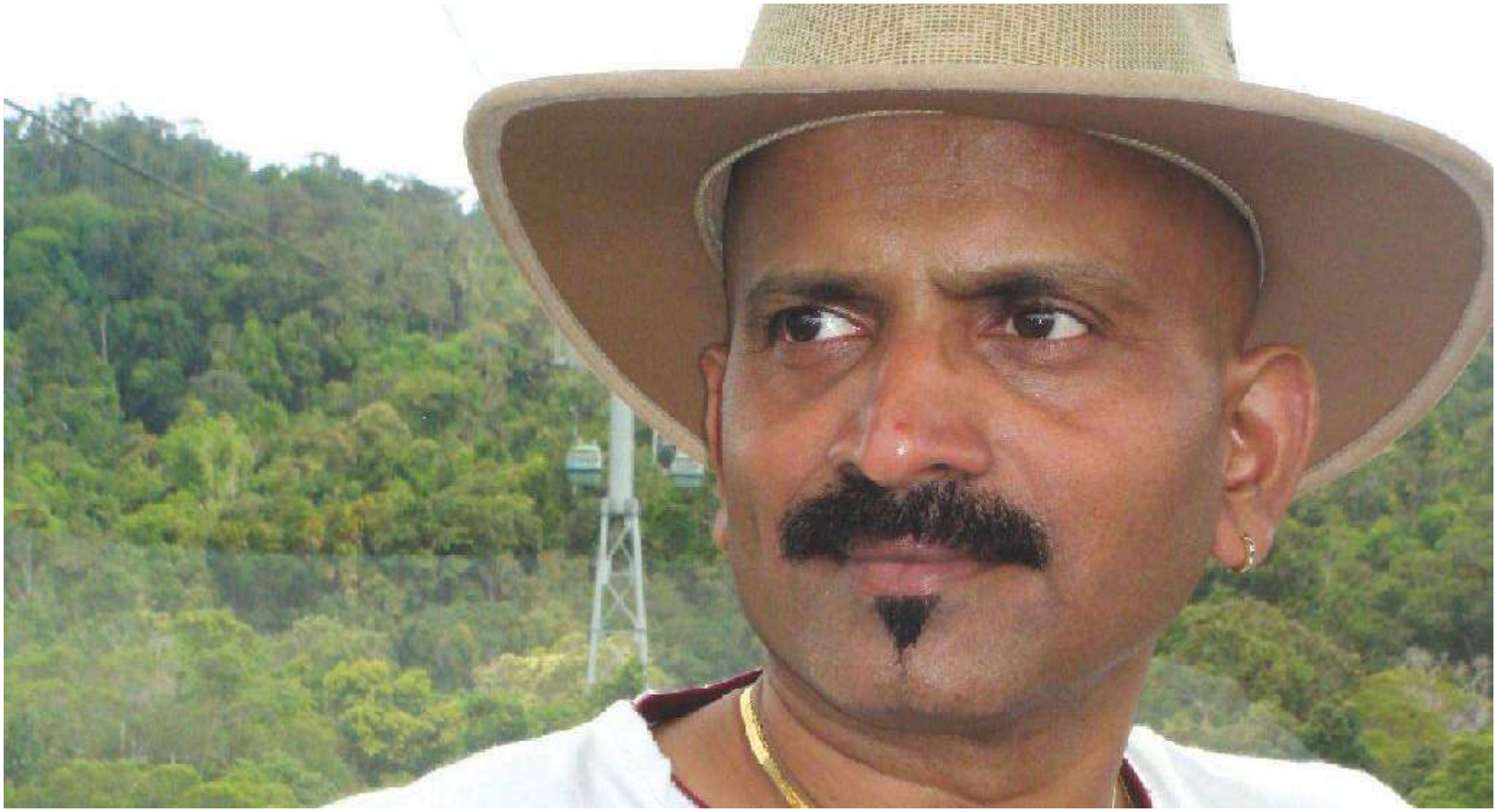
And then he launched his own production, 'Director's Kut' and mounted Yeh Rishta Kya Kehlata Hai and Bidaai for Star.

Rest is what fairy tales are made of!

The two serials have redefined popularity on the tube. Today, they have become the spinal support for Star that had started slipping in the period before they came on air.

Another status Rajan enjoys today is that of a Star-maker. He has virtually picked up people out of nowhere and then made them glow everywhere. From Parul-Sara and Angad- Kinshuk of 'Bidaai' to Hina and Karan of 'Yeh Rishta…' besides many more - they have all had their destiny touched by Rajan's Midas touch and turned into gold! The man of the moment has given them their moments of glory.

And that's a self-made man there!



RAJAN WAGHDHARE...

Kaiser of Comedy!

He can create Fun out of thin air. He can tickle you to giggle till your sides split. He can be jokey, emotional and sarcastic in the same breath and is totally unpredictable in whatever he does.

Rajan Waghdhare has been the biggest 'Tickler' on the small screen. Since what seems eons now, he has been tickling the funny bones of the viewers with his rip-roaring shows that never cease to amuse!

Starting his career with Yeh Jo Hai Zindagi as its editor, Rajan got baptised in the Comic genre form the very beginning as 'Yeh Jo…' was and still remains the mother of all Comedies on TV. It was a catalyst that caused his latent Comic self to come into full bloom. Now he knew how to canalise his innate cranky side onto the screen.

Though with his Yul Brynner pate, a little tuft of hair at the mid-chin and that spectacled intense gaze, he hardly seems to be your idea of a funster, but the fact is that he has a rare knack of the Comic that manifests itself in all of his thigh-slapping shows.

He started his comic juggernaut with Shriman Shrimati that really caught the viewers unawares with its unprecedented and unpredictable wackiness. It was a celebration of the silly in our day to day life. Yes, it had laughs galore, but it also had an undercurrent of a peep into human idiosyncrasies. And if that brings Hrishikesh Mukherjee to your mind, you are bang-on, because he is Rajan's core inspiration. He has always tried to follow the streak of that 'clean' humour in the master's works and to Rajan also his own work cannot be anything 'that a child cannot see with his mom and dad!'

Following these muses, Rajan has gone on to do rumbustious work in Teri Bhi Chup Meri Bhi Chup, Tere Ghar Ke Samne, Meri Biwi Wonderful and so on, besides, of course, Yes Boss that created history as being the first ever comedy to run for 10 years on the tube.

Rajan has another facet to his persona – versatility. Who can think that this madcap creator of crackpots can also hold the viewers spellbound in crime and suspense? But that's what he often does by directing CID for a few episodes, off and on.

TV lights up with the name, Rajan Waghdhare!



RAJAT SHARMA...

The Demolition Man!

He never minces words, never pushes the ugly under the carpet. You would always find him spot-on, in your face and no-holds-barred! He has brought to journalism a kind of brute intensity that rubs many out there the wrong way.

Rajat Sharma has been a child of adversity, but those days of destitution could not demolish his faith in himself. Instead, that harrowing time only spurred him onto higher planes of aspiration and achievement. He took care of his own education by dint of doing odd jobs and studied with a fierce zeal. He was out to prove himself and nothing and none could put fetters on his surge ahead in life.

He had a gift of the gab and an amazing clarity of vision. Words came cascading to him and he had an innate flair and flourish in expression and the turn of the phrase. So being a penman was kind of a fait accompli for him. He joined the Sunday/Ravivar group and used his pen to optimum effect. This honeymoon of his with the print media lasted nearly ten years.

Suddenly, Television beckoned and Rajat took a detour to it with renewed vim and verve. It all happened at a chance meeting with the TV tycoon Subhash Chandra of Zee in a flight. The magnate mooted the concept of 'Aap Ki Adalat' to him and wanted him to anchor it. Rajat's immediate reaction was a knee-jerk 'No'. Television was an alien territory for him and even as the Satellite baron went on persisting, he remained on the horns of a dilemma about it for quite some time.

But destiny willed him to take the plunge and at last he found himself grilling those bigwigs as the anchor of Aap Ki Adalat. The show went on to gain phenomenal popularity what with running upwards of 17 years and forming an instant and absolute 'connect' with the viewers.

And it didn't end there! Rajat has gone on to have a News channel of his own – India TV that has made a cult out of shock and sting operations! Indeed, Rajat and his channel have turned Electronic journalism on its head. He is TV's Saint of Sensation and is feared, sneered and cheered in the same breath.

It's not often that you come across such grit and guts as his!



RAJDEEP SARDESAI...

Upsetting the Apple-carts!

He is the torch–bearer of Television! Aware, astute and ever on the alert, he doesn't bat an eyelid in taking the high & mighty head-on, if they are up to hanky-panky of any sort.

He is also the Prince-charming of TV News in the country. Simple, yet suave, Rajdeep Sardesai has a way with the people and can make them eat out of his hands. He can form and deform the opinion of his viewers that are in millions across the country.

Born to the famous swashbuckling cricketer Dilip Sardesai and an activist, educationist mother, Nandini Sardesai, Rajdeep went to Oxford for a degree in law. Coming back, he looked at many a vocation for himself, but what really caught his fancy was journalism and he joined the Times of India for his initiation into the genre. After a 5 year stint with TOI, he felt a yearning to reorient himself to something bigger. That was the time when Electronic Media was raising its hood over Indian Television and Rajdeep was caught up by its immediacy and interactivity, hook, line and sinker.

And next he knew he was with the team NDTV, helmed by the formidable Dr. Prannoy Roy. Rajdeep had a long, distinguished and celebrated stint there as Managing Editor and created such high-octane shows as the Big Fight that remains unmatched to this day in its concept, execution and impact.

However, reportedly piqued over the his remuneration and rank, Rajdeep cut his umbilical cord with NDTV to form his own company Global Broadcast News and then, forged an alliance with CNN and TV-18 to launch CNN-IBN, donning the mantle of its Editor-in-Chief. His departure caused an upheaval at NDTV. 'The Big Fight' was suspended and Dr Prannoy Roy himself started doing stories to ward off any viewership loss! That's the difference Rajdeep can make!

There is gunpowder walking in that lanky frame!



RAJESH KAMAT...

Breathing Colors into Television!

Rajesh Kamat's rise to the top did not follow your average journey on the road of success - long and fraught with hardships and obstacles. Instead, it was more like a life-changing rocket that took off with the launch of Colors.

Make no mistake, as the Chief Executive Officer (CEO) of Colors and the Chief Operating Officer (COO) of the Viacom18 group, Rajesh has not achieved the position and respect he so deserves without abundant skill, foresight and the ability to deliver, each time, every time. But till Colors happened, Rajesh preferred to pull the strings from the background and lead a low profile existence.

A Bachelors in biomedical engineering and an MBA from the Symbiosis Institute of Business Management in Pune completed Rajesh's academic pursuits. With an experience spanning over a decade in FMCG to media, he worked with Coca Cola before landing up in Star Network, where he rose to the position of senior vice-president. In 2006, Rajesh joined Endemol India where, as the managing director, he was entrusted with successfully shifting the company's global formats such as 'Fear Factor' and 'Big Brother' in a diverse market like India. Needless to say, Rajesh achieved his targets and made Endemol one of the most enviable production houses in the country.

His talent got noticed and he was soon offered the position of CEO for Viacom18's to-be-launched general entertainment channel (GEC), Colors. This was Rajesh's acid test, and one he passed with flying colours, literally. At the launch of Colors in July 2008, a confident and determined Rajesh announced that the channel would reach the top three in the fiercely competitive GEC space before the end of the year. Within two weeks of its launch, it reached the third spot behind Star Plus and Zee TV, and before the end of the year, it reached the No 1 spot with its now famous "differentiated content and disruptive marketing".

Rajesh could not shirk away the credit and avoid the press. Today, as one of India's youngest and most successful CEO, Rajesh has become one of the most recognised and towering personality of Indian television. Yet, he remains the hard-working amiable chap that he always was, happy to spend time with his wife and two daughters whenever success and time permit!

RAJIV MEHRA...

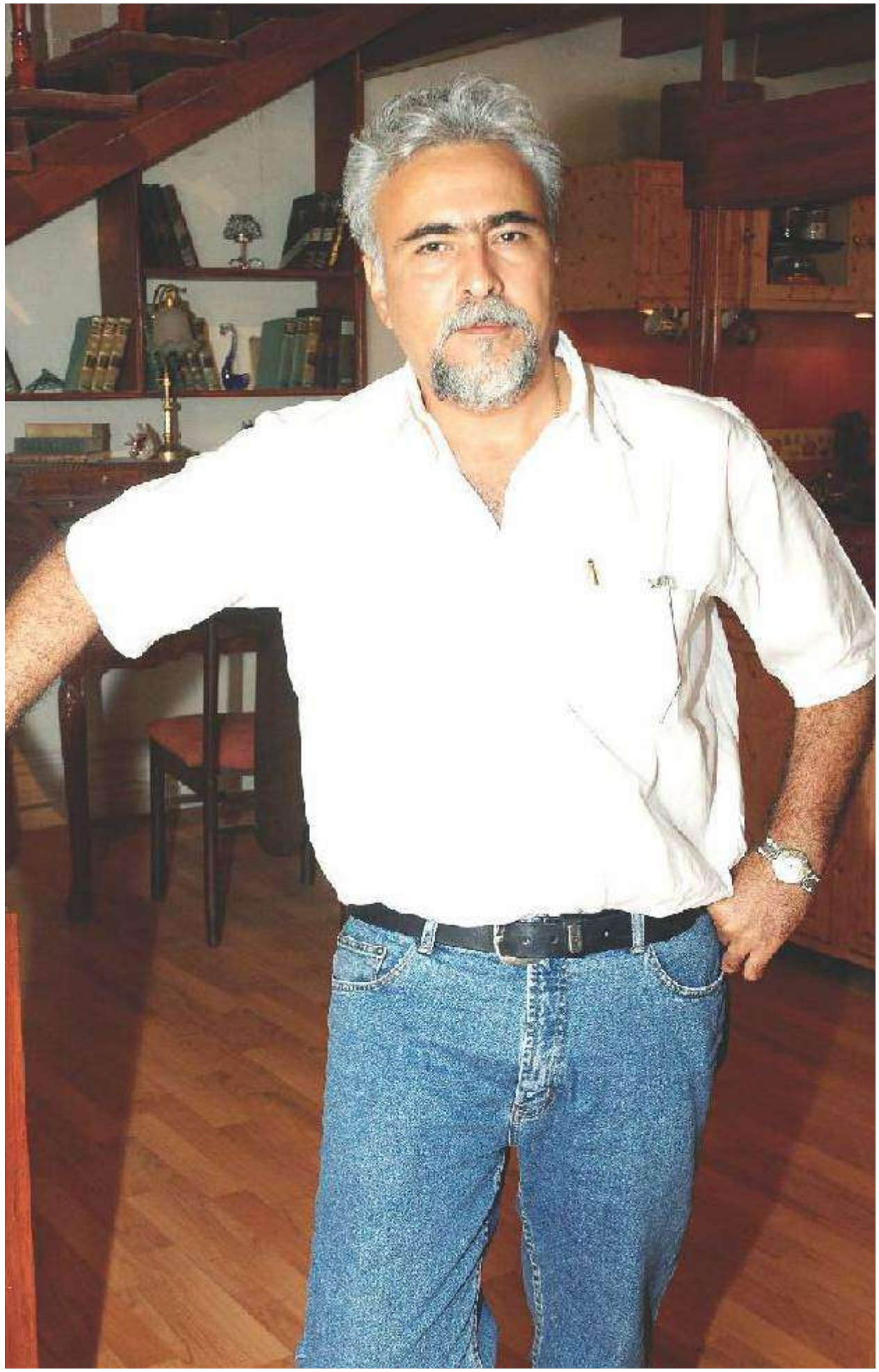
Witty humour, anyone?

When the history of television comedy in India is written, Rajiv Mehra's name would be at the very apex. His work, though not quite copious in volume, has been of exceptional merit. Actually, he competes only with himself in the genre, having left others leagues behind in terms of giving comedy a level that was unseen on our television.
Don't believe us? Try to recall all your favourite television comedies in the past decades, and chances are that the one thing common to all would be this maverick producer-director.
Interestingly, Rajiv began his career as a filmmaker rather than vice versa. After completing a Bachelor in Commerce from HR College in Mumbai, Rajiv joined Eagle Films as production executive in 1978 and handled the production of films such as Alibaba Aur 40 Chor and Sohni Mahiwal. He turned independent film director in 1982 with a film called Ek Jaan Hain Hum starring Shammi Kapoor, Rajiv Kapoor and Divya Rana.

Soon after, he started a company under Eagle Films, called Eagle Video Films, and produced and directed a television serial called Ek Do Teen Char for Doordarshan in 1984. In 1989 came Mamaji starring Deven Varma. And in 1994 came the household hit - Zabaan Sambhal Ke. In the subsequent years, Rajiv continued to live up to the masses' expectations with Office-Office, Kissa Kursi Ka, Nok Jhok, Khatta Meetha, Shararat, and Shanno Ki Shaadi.

His serials came to promote family viewing, for all generations in a family would wait and sit together to enjoy his comedies. None of his serials ever fail to tickle the audiences' funny bone, such great is their humour quotient. What is especially unique about Rajiv is his ability to create fun on screen that is loaded with substance. In all his exercises in frivolity, there is deeply embedded topical theme of serious concern. That is evident in the national integration element in Zabaan Sambhal Ke or the microscopic peep into societal corruption in Office-Office.

In time, this man has created the unique 'Rajiv Mehra brand of comedy' that is witty, intelligent and relatable (like the man himself). In the process, he has raised the bar and set standards which few have been able to match.





RAKESH BEDI...

The Laughing Gas!

How else would you describe someone who can wreak high hysteria of guffaws in you at the drop of a hat? Indeed, you feel yourself to be totally at his mercy while rocking silly with laughter at his acts. The long and short of it is that Rakesh Bedi is a one man show of unbounded fun & frolic. And he discovered early in life that he had the knack of making people laugh. On college stage, itself, he found his moorings and plunged into theatre lock, stock and Bedi barrel.

Those were the heady days of being the centre of attraction of all his fellow wards. They hollered lustily, rolling in the aisles at the Rakesh Bedi acts and knew that he would be going places in life ahead! But he knew that as well, being not the one to shortchange himself for the sake of modesty. He knew he had it in him!

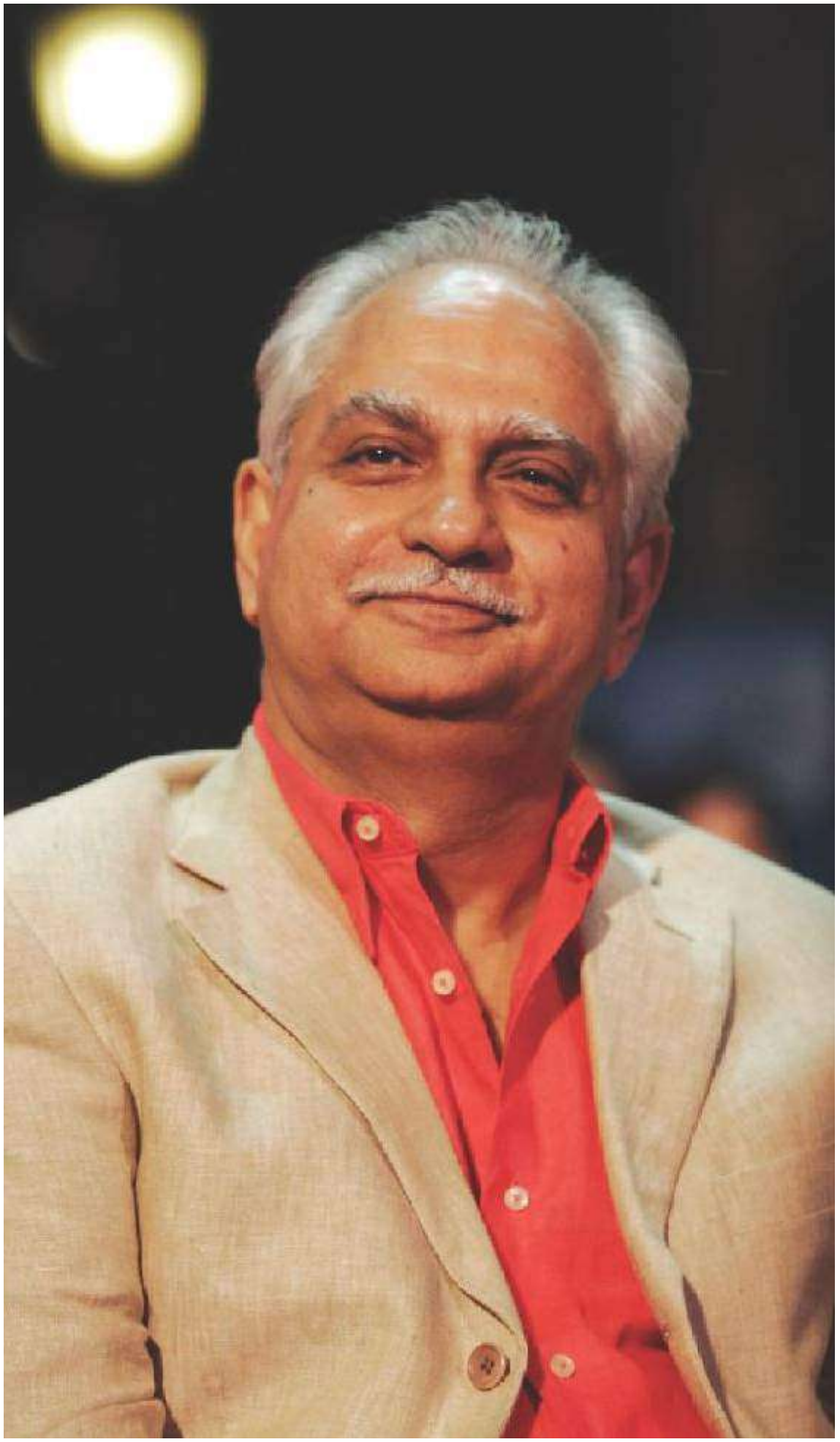
He went about pursuing his dreams most clinically. The first requirement was to get a stamp of a trained Actor and he went to the Film & TV Institute of India for that. To this day, he calls himself lucky for having been privileged with the tutelage of the biggest Acting Guru ever – Roshan Taneja.

Once groomed under the master, he vroomed to Mumabi to knock at the doors of the Show-world. The only open-sesame he had was his talent. Without a Godfather, without an anchor, without a springboard, Rakesh started his trot towards recognition, absolutely on his own.

And the trot soon became a sprint as he landed a role in the iconic Yeh Jo Hai Zindagi (DD). Since then, life has been a roller-caster ride for him from one zany character to another. In Plays after Plays, Serials after Serials, Films after Films, Rakesh has kept on carving higher and higher niches for himself as a Comic par supreme! He is perhaps the only actor who has continued being active on all the three platforms of Theatre, Film and TV, to this day.

On Television, he has followed the phenomenal 'Yeh Jo Hai Zindagi' with such rip-roaring acts as in Shriman Shrimati, Yes Boss and what have you! He has been tickling the viewers pink with that gallery of oddballs, played by him to perfection.

He is a riot!



RAMESH SIPPY...

The Sculptor!

He sculpted Television fiction into a unique mould, in the country. He set the parameters of story-telling on the nascent medium that TV was when he came to it. He put it en-route to its zenith!

Ramesh Sippy did all that and much more! A scion of the renowned Sippy clan, he forayed into films most predictably with his father GP Sippy's Andaz (1971) as a director and he struck an instant 'connect' with the audience. Andaz went on to be a Jubilee hit and so was his Seeta Aur Geeta that followed.

Then came his Chef-d'œuvre, the magnum opus 'Sholay' that made him a Pole-star on the horizon of Indian Cinema. That was 1975 and exactly 12 years later, he repeated history on another medium – Television!

It was Buniyad!

Recounting the saga of the holocaust of Partition and its aftermath in a Nation being born, Buniyad was Ramesh Sippy's ode to India. In it, he poured his entire craft, heart and soul. Buniyad became a boon for Television as countless eyeballs were glued to it in episode after episode. A whole Nation cried, laughed and lived with Master Haveli Ram and Lajo ji, its two protagonists. Actually, each of its characters, be it Satbir (Kanwaljeet), Roshan Lal (Mazhar Khan), Jay (Abhinav Chaturvedi), Shyamlal (Vinod Nagpal), Mangla (Krutika Desai) or whoever, became a part and parcel of households across the country!

Furthermore, Ramesh Sippy also brought his technical virtuosity to the medium and became a guiding beacon for those who followed as to how to mount a serial in terms of Camera, Production-design and most importantly, the TVplay as against the Screenplay in Cinema.

A few years later, he came back to the small screen through Gatha (Sahara), written once again by his trusted penman, Manohar Shyam Joshi. In Gatha also he turned to the 'Birth of a Nation' theme and mounted it with his signature fastidious details. However, what endures in the collective memory of the viewers to this day is his TV debut.

Actually, most of the Drama serials today are nothing but footnotes of Buniyad!

RATIKANT BASU

One who changed the Indian TV!

From a top ranking government officer to Doordarshan's chief to secretary, from Secretary of the Department of Electronics to Chairman & CEO of Murdoch's Indian Empire of Broadcast Worldwide Limited, Rathikant Basu has done it all. Rathikant Basu has successfully carved his own entrepreneurial niche and is singularly responsible for revolutionizing television viewing in India with innovative and quality programming as Doordarshan's director general and as Star TV India's CEO and Executive Chairman.

Currently Chairman & CEO at Broadcast Worldwide Limited, Rathikant Basu is also the promoter of Broadcast Worldwide Pvt Ltd, having a quality regional channel, TARA Bangla which is widely available in West Bengal and Bangladesh. A lot of important innovations along with introducing high quality entertainment and infotainment in the Indian television industry are just a few credits under his name along with conceptualization and launch of DD Metro.

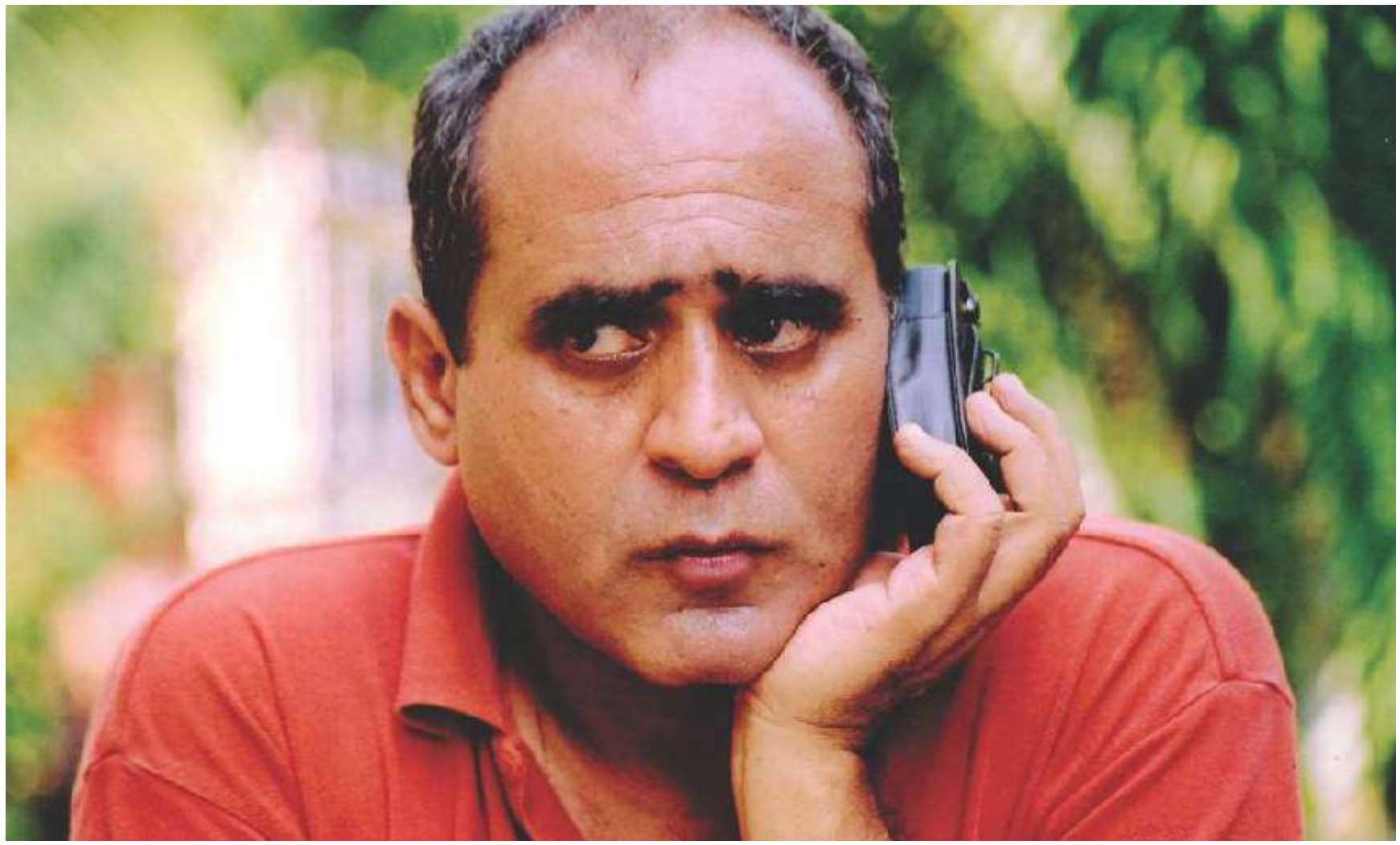
But as it is said that people with vision and determination never stop at their first success, in the same way Rathikant Basu too moved ahead with a lot more acknowledgments coming his way.

After joining Star TV in 1996 Basu changed the face of satellite television in India from a foreign medium to a friendlier Indian avatar in the form of Star Plus which is today a leading Hindi satellite channel. It gave the Indian audience what they deserved and gave Star TV a new successful launch. Today Star Plus is one of the top most Hindi entertainment channel.

Star News too was conceived and launched by Rathikant Basu became the country's first and most successful 24-hour news channel. As News Corporation's senior most official in the subcontinent, Basu was responsible for all of Star TV and News Corporation's business activities throughout the region.

He certainly changed the face of Indian television and gave the viewers an improvised version of television. Well he is one of the pioneers who took Indian television to an absolutely different level and we hope to see more of him.





RAVI RAI...

Deft and Delicate!

A Ravi Rai touch is all that and more! He has brought to directing on TV, a silken sensitivity that's way removed from the overblown, breast-beating stuff raining all over it. And make no mistake about it, his subtlety has far more impact than all that hysterics put together.

Television was not the medium he started with. In fact, initially, he had his moorings in Cinema and that too from the firebrand film-maker Mahesh Bhatt. Ravi assisted the fiercely individualistic director from his Janam to Gunah and then branched out to wield the megaphone on his own for Do Pal, his debut film as a director.

He flirted with films for a while, but being not quite fulfilled as a maker because of the stifling, standard compulsions of film-making here, he looked to some other pasture to give a vent to his creative urges.

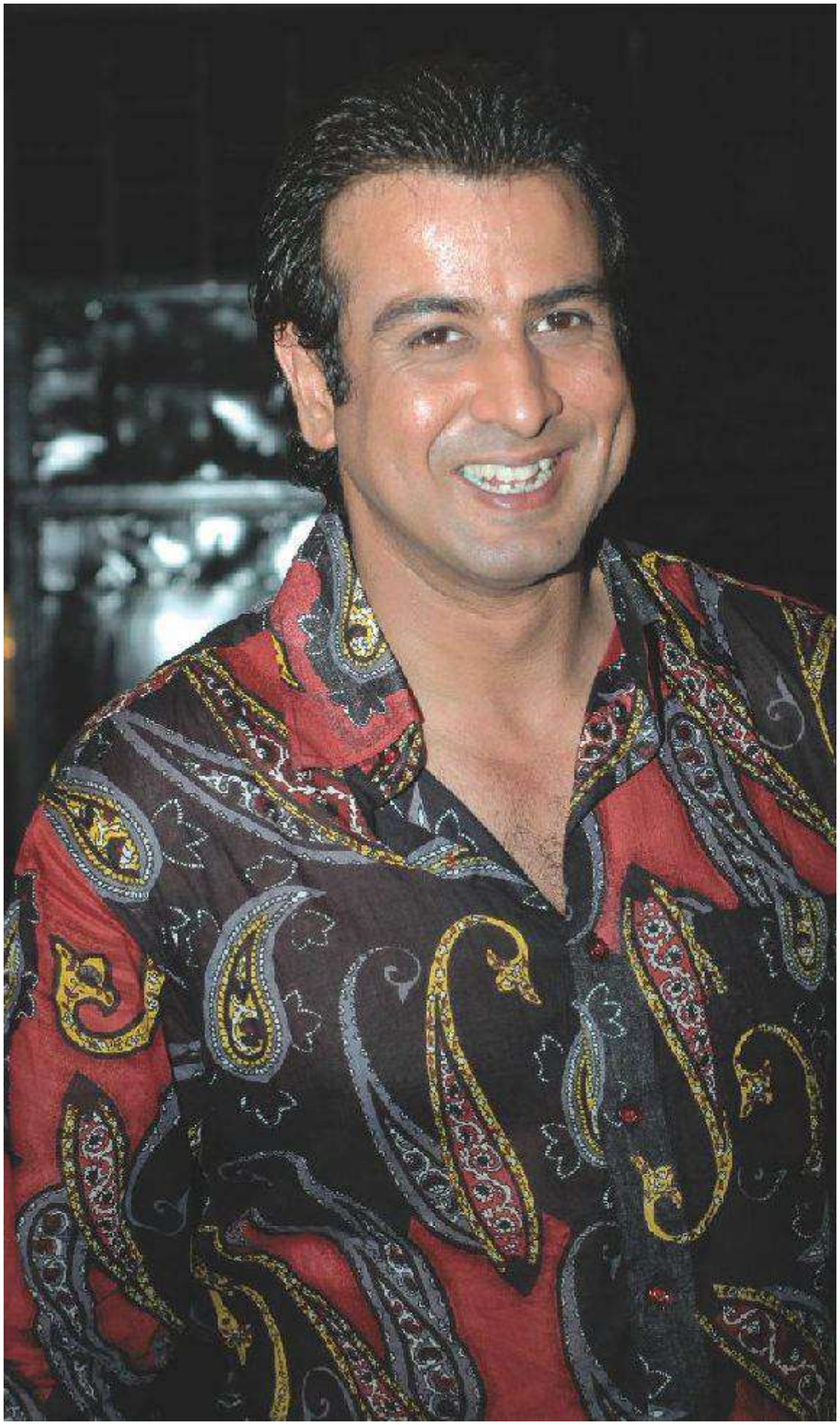
And that other pasture was Television!

In 1993, Ravi had his first tryst with TV through Imtihan (Sony) that caught the viewers unawares by its style and substance that was really different from the rut. Imtihan went on to be a huge success, so much so that perhaps for the first time ever in Indian Television, a fiction serial was able to score over a Mythological by jockeying ahead of Shri Krishna on the popularity charts even before it had reached its 26th episode.

And the name Ravi Rai became a synonym of sense and sensibility on the small screen!

More mileposts followed by way of Sailab, Thoda Hai Thode Ki Zaroorat Hai, Teacher, Gardish and so on. With each of them, Ravi showed a rarer and rarer grasp over human relations and the acumen to ooze emotions on the screen without being maudlin or mawkish. Today, he is a school unto himself and his niche on Television is notches above his peers. Whenever the count of discerning fare on Indian Television will be made, Ravi Rai and his work will be placed at high up there!

Ingenuity, thy name is Ravi Rai!



RONIT ROY...

Never–say–die!

If there is an example of indefatigable spirit – it is Ronit Roy. The man just doesn't give up! His entire life has been a crisscross of chance and mischance, but he has always come up trumps in that and had the last laugh at life!

Born to a Bhadralok business family of Bengal, he never even touched stage in his school or college days. The bug of showbiz actually bit him more for its glitz and glamour than anything else. But soon that changed into a serious effort at Acting and then he had a godsend opening with Jaan Tere Naam. But this chance was followed by a chain of mischances that shoved his career into doldrums. It seemed he had missed the bus! But he wasn't the one to cry over a missed bus – he was ready and raring to hop onto another.

And this other bus was Television!

Those were the days of the rise and rise of Ekta Kapoor's Balaji Telefilms. And when they came calling, Ronit grabbed the opportunity. It was to be an 8 weeks' cameo in Kasauti Zindagi Kay as Rishabh Bajaj, who was initially conceived as a walk–on character.

But there was a storm brewing on the horizon of Indian Television!

And it came the day Ronit appeared as the suave, stylish and totally ruthless business tycoon, Mr Bajaj! The viewers were just swept off their feet by Ronit's rendering of the role. The TRP's went sky-rocketing and for the first ever time on TV, a cameo became a parallel lead for the entire run of a serial! As if Mr. Bajaj were not enough, Ronit landed another iconic role of Mihir virani in Kyunki Saas Bhi Kabhi Bahu Thi. Ronit's Mihir mesmerized the whole country and he dwarfed everybody else on the small screen.

Thus dawned the Ronit era on TV! The reject from the Big Screen now reigned over its smaller counterpart. In fact, as Mihir and Tulsi, he and Smriti (Irani) became the Rex and Regina of Television for nearly a decade.

From Mihir Virani then, to Dharamraj Mahiavanshi (Bandini) now, Ronit has never looked back. Reportedly, the highest paid actor on Television, he has a massive following of fans, or Ronitians as they prefer to call themselves.

The Ronit Roy's of this world are rare – they do not and cannot happen every day!



SAAKSHI TANWAR

Destiny is a matter of Chance….

Sometime destiny holds your hand and makes you walk the path you never intended to. This rings true in the case of Sakshi Tanwar. For someone who was preparing for her Civil Services Exam and training to be a software engineer, doing small roles in TV serials in Delhi was just a way of earning additional pocket money, never a serious career option. She acted in many shows on DD, did Rajdhani on Star Plus and Bhanwar on Sony. By fate, Ekta Kapoor saw her in a show and called her for a pilot shoot to Mumbai. Maybe bigger things were on destiny's cards and she was offered the lead role in Ekta's then forthcoming show Kahaani Ghar Ghar Kii. Though she refused the role initially, Ekta convinced her to do the show. When finally Saakshi bowed down to her destiny, little did she know that she was not just saying yes to a role but to her tryst with fame. The show went on successfully for eight long years and TV got its iconic Parvati Bhabhi, etching a place for Saakshi in the History of Indian Television.

Close on the heels of Kahaani Ghar Ghar Kii followed Sony TV's popular show Devi; now Saakshi had two successfully running shows on competing channels simultaneously. She also did successful cameos in popular shows like Jassi Jaisi Koi Nahin, Kutumb and anchored shows like Gurukul.

Expanding her horizons, Saakshi also ventured into films with Coffee House for which she got the Best Actress Award at the India International Women's Film Festival; a short film - O Re Manvaa which was screened at the New York International Independent Film and Video Festival

and won accolades there and has done a cameo in PNC's forthcoming film SALUUN. She has also been associated with the Cancer Support Group "V Care" since many years.

At present hosting Crime Patrol on Sony TV along with a cameo of psychotic Teepri in the iconic show Balika Vadhu, she still holds her aura in the TV industry. To be able to essay varied roles with conviction needs the right mix of talent and luck. Fortunately both favored Saakshi.

Saakshi also the Creative Director of Sammaan Ek Adhikaar which is running successfully on DD National, has well proved her potential, be it in front or behind the camera.

All we can say is that the Indian Television will never witness another Parvati Bhabhi in the decades to come.



SALMA SULTAN...

Pitch perfect! Picture perfect!

She was all that and more! Those were the earliest days of Doordarshan and besides Krishi Darshan, the only other highlight on it was the News and the likes of Pratima Puri, Gopal Kaul had become a known presence on TV because of being Newsreaders.

But Kaul hated his job! So much so that one day he came with his head totally tonsured that flung the producer in a spin. Desperate to a frenzy, he asked a girl working there to read the News that day and did an on the spot audition for her. She gave it but spoke so quickly that they couldn't even properly roll their equipment. But any which way, they couldn't possibly afford to nix her. And hence, they shoved her into the chair behind the News desk and lo and behold, TV had a new Newsreader – Salma Sultan!

But after that initial goof-up, Salma did her bit to more and more perfection by each day. Soon enough, she was galloping to the very apex of popularity. Her pitch perfect voice and her immaculate diction were music to viewers' ears. To cap it, she had a most personable personality with a glowing smile (though she was rather frugal with it!)

If ever there can be a style-icon Newsreader, she was the one. That big Bindi of hers and that big rose in her neatly done pleat (miraculously in all seasons) are etched in the memories of the TV-watchers, to this day. Then the way she circled her neck with the border of her Saari became a style statement emulated by generations of Newsreaders after her. But reportedly, she just laughs it off – 'Actually, I didn't have lots of blouses needed for all those Saaris, hence I devised this way to hide them!'

Jokes apart, it was really as if she had drunk the potion for remaining in bloom forever. From 1967 to 1997, she kept on holding a sway over the viewers with her charms. Age, it seems, feared to touch her and despite some contours here and there, the glow on her face and the hypnotic allure of her smile just refused to ebb! Now a grandma of two, she gave up News and started making Socials for DD like, Suno Kahani, Sur Mere Tumhare and Panchtantra.

Today, Newsreaders are swarming Television all over – but there can only be one Salma Sultan!



SAMEER NAIR...

Generally entertaining.

And particularly phenomenal. Early in 2000 when Sameer Nair brought AB (Amitabh Bachchan) and KBC (Kaun Banega Crorepati) to STAR Plus, he became the darling of the industry and the media.

Though he had said half in jest, "KBC became a success because all the planets and the stars were in its favour," we can't take away the credit of catapulting STAR to numero uno position from Sameer.

With his hands in many pies - from making shows and promos to movie acquisitions and leading the creative team – Sameer, as COO STAR, propelled STAR's distribution from 5.4 million subscriptions to over 10.7 million within six months.

Having turned around the fortunes of STAR India and setting a new trend in the Indian Television industry, Sameer launched another Hindi entertainment channel STAR One, a channel with "an attitude", to cater to the "evolved" and the discerning.

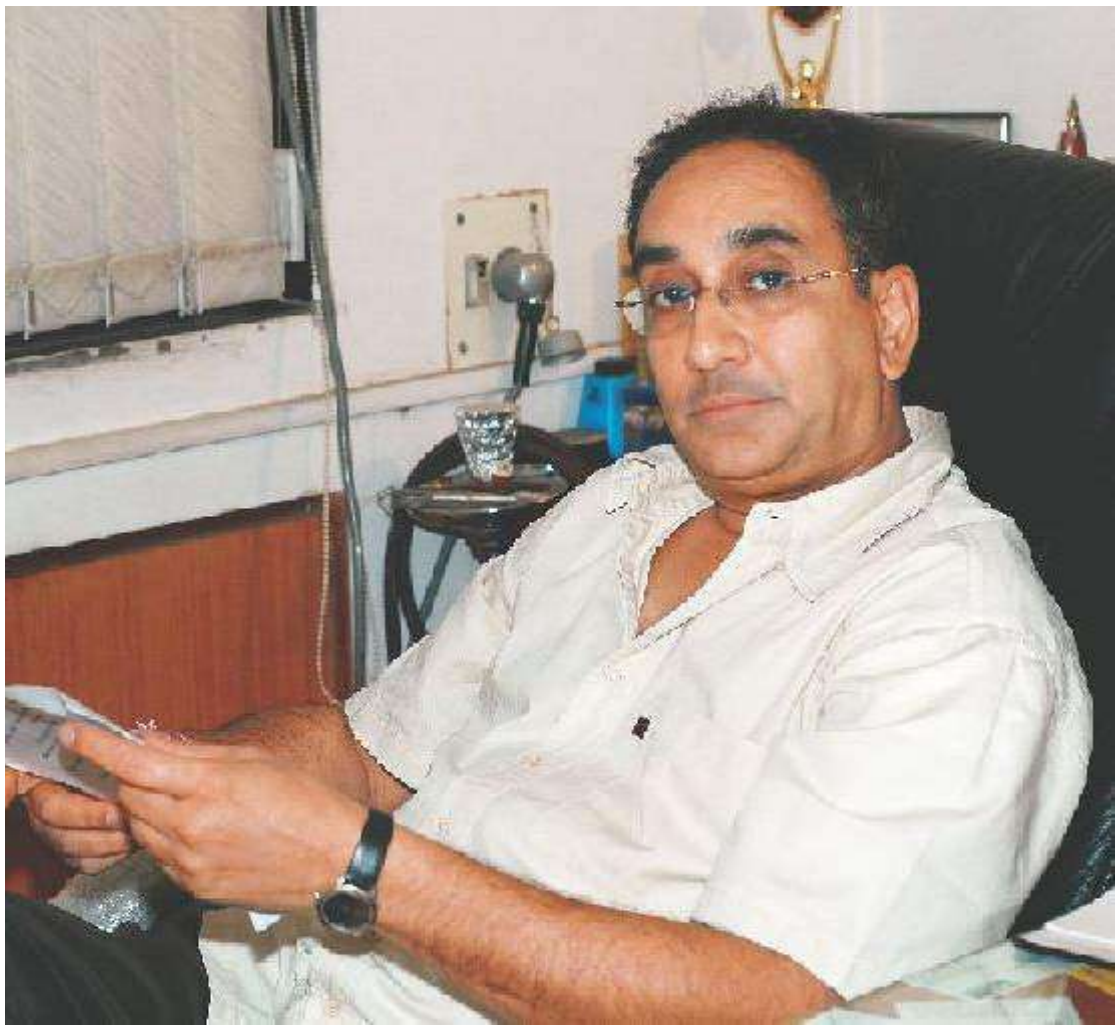
The first half of the decade (2000) proved to be special not just for Sameer but also for the entire STAR Network that remained India's No.1 Hindi Entertainment Channel for eight years.

End of 2006, Sameer now wanted to do something new and more challenging. After 12 long years he quit STAR in 2007 and turned entrepreneurial with NDTV Imagine Ltd., where he is responsible for the strategic direction, operations and execution of the NDTV Group's Entertainment arena. Just like STAR in 1994, Sameer and his team built the NDTV Imagine office from scratch, breaking boundaries and bringing in fresh properties - even if meant beating STAR at the TRP game.

In 2010, he successfully concluded the acquisition of NDTV Imagine by the Turner Group, and is today the CEO of Turner General Entertainment Networks – TGEN (a Time Warner Company).

With Sameer at its helm, Imagine has carved an identity for itself. Some of its bold initiatives and break-through programmes have been Rakhi Ka Swayamvar, Bandini, Jyoti, Raaz Pichle Janam Ka, Rahul Dulhaniya Le Jayega, Devi et al.





SANGEETA & AJAI SINHA

The RAPA rapport!

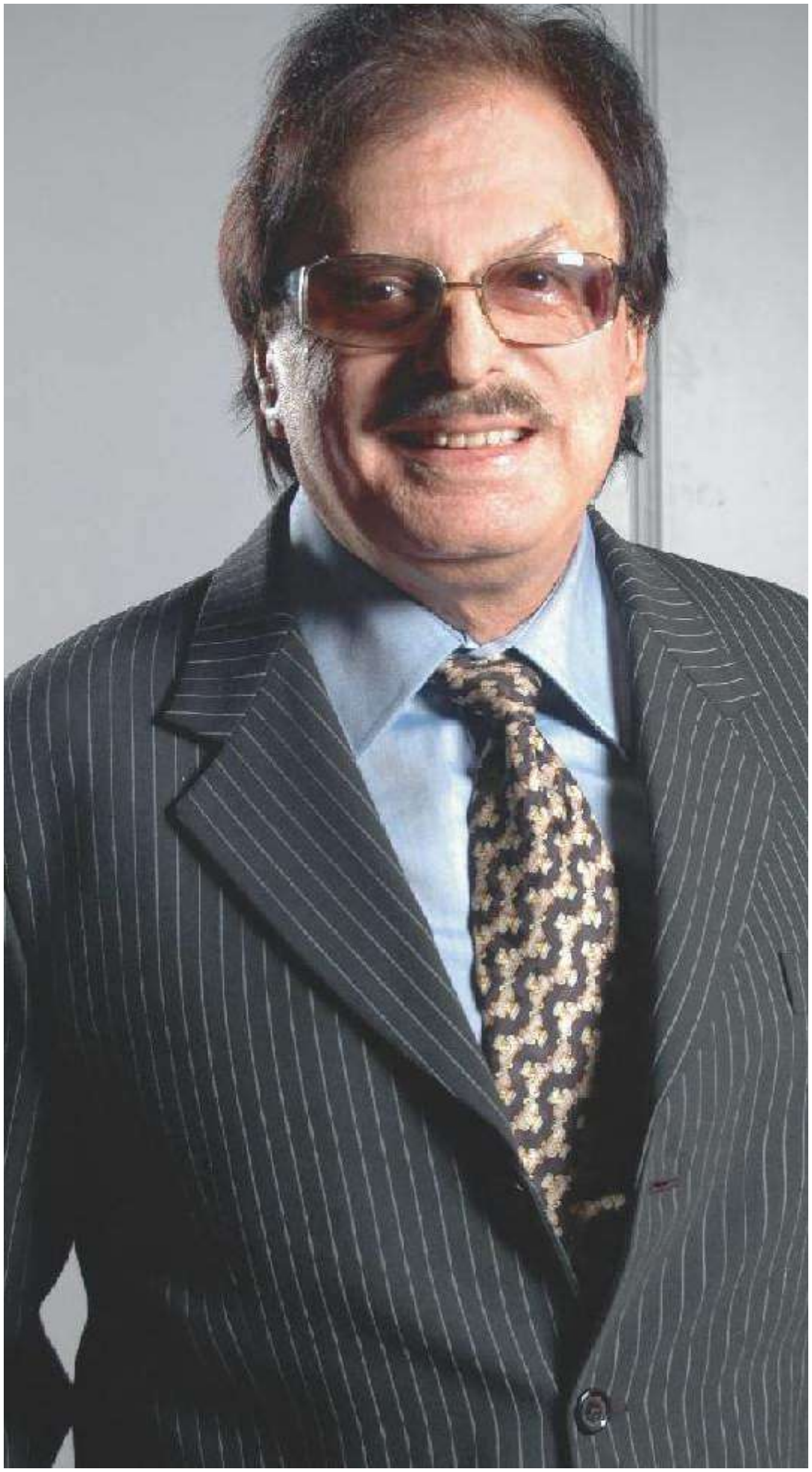
We surely don't know if the rest of the couples were made in heaven or not, but this one surely was! How else will you justify an ace match with the husband being a Director and wife as the Producer? Whatever it was, the unification of Ajai Sinha and Sangeeta Sinha was for the better of television.

Coming from an academically inclined family, Ajai gave into his parents' demands and became a Civil Engineer with CIDCO while still following his passion, acting! Later, switching from there as an Actor then Director and subsequently as a Producer, he has completely been there and done that! Sangeeta on the other hand has been like a compliant and faithful shadow to him right from the start and continues to support him as a brawny pillar through his thick and thin.

Perhaps the only husband-wife duo who must be in accord with each other's view, at least when Television matters are concerned, together they've set the screen on fire! And who wouldn't agree to it? Giving shape to Ananda Film and Telecommunications, their first accolades were gained with Hasratein, a show way ahead of its times, which dealt with extramarital affairs, and which in turn went on becoming a cult show. The show, won RAPA awards for Best Direction and Best serial in the drama category.

Ajai's forte being simple, uncluttered emotions, their portrayal too have always been a tour de force! This fact has been exemplified with each and every show that they've made. From hard hitting shows like Justujoo, Astitva - Ek Prem Kahani, Ghar Ek Sapna, to Gudgudee, a sitcom, they have all trailed the same path and created a niche for themselves. An all-time Zee TV favorite, he was like the chosen one of the Zee squad. Their show, Astitva- Ek Prem Kahani, which ran for a good three years has been one of the most talked about shows, thanks to its realistic and practical appeal to the spectators. This show too went on to win RAPA awards. The shows they've produced may not all be idiosyncratic, but they have an earthly appeal and lack of melodrama which most definitely catches hold of the spectators.

The duo have certainly proven the fact that if you have it in you, you're here to stay. Currently, Ajai plans to come up with a movie titled Khap on the grave issue of honor killing.



SANJAY KHAN...

A man of many hats!

Actor, Director, Producer, Writer. Hotel and spa owner. Doting father and Hrithik Roshan's father-in-law. And yet, his contribution to the world of entertainment is not complete without a mention of television.

For Sanjay Khan's midas touch did not fail him in the world of television either, as he gave us one great series after another, beginning of course from the mega epic - The Sword Of Tipu Sultan.

Sanjay Khan (born Abbas Khan in Bangalore in 1941) inherited all the good looks that have come to be associated with Afghani men, his family having hailed from the Ghazni province of Afghanistan. Tall, fair and sharp featured, Sanjay debuted as an actor in Chetan Anand's film Haqeeqat, in 1964. That made three of four brothers - Sanjay, Feroz and Akbar, Bollywood actors.

In 1966, Sanjay married childhood sweetheart Zarine and was blessed with three daughters and one son (Simone, Farah, Sussanne and Zayed Khan), all of whom went on to carve a niche for themselves in their respective fields, although only Zayed followed his father's footsteps in Bollywood.

After a couple of successful years, video piracy led to a rapid decline in films. Recognizing television as the medium of the future, Sanjay turned his mega movie project - Tipu Sultan, into an epic teleserial in 1990, which captured the nation's fantasy with its grandeur and magnitude. Sanjay starred in and directed the successful series himself.

However, what would have been a perfect beginning was marred by a horrific accident. While filming for the series, Sanjay was severely burnt in a fire on the sets at Premier Studios in Mysore. He recovered after 72 surgeries and many months in hospital and went on to produce and direct various other television series. Talk about grit and determination! Following the cult success of Tipu Sultan, he also directed The Great Maratha, based on the life of Maratha General Mahadji Shinde; Jai Hanuman; and Maha Kavya Mahabharat.

In recent times, there have been talks that Sanjay will make a comeback to revamp his home banner with three new productions. Till that happens, he continues to maintain a low profile, dividing his time between Mumbai and his luxurious resort, The Golden Palms Hotel and Spa, in his birth town, Bangalore.

The Khan family has, and always will, command respect in the entertainment fraternity, mainly due to the contribution of the suave and charming Sanjay Khan.

SANJEEV KAPOOR...

India's Master Chef!

Food is a prominent aspect of our Indian culture and since ages we have had tempted delicacies ornamenting the varied festivals. But the person who is responsible to bring out these delicacies out of the closet is none other than India's Master Chef, Sanjeev Kapoor. He is the first and the only chef of India who took our Indian spices to an international level. He commenced his journey to fame seventeen years back with his cookery show 'Khana Khazana' on Zee TV. Since then there has been no looking back for him. Other than being an amazing chef he undoubtedly is one of the best TV show host and this is proved with his show completing more than 880 episodes. Its non-stop telecast since its inception makes it the longest running TV show in any category on any channel. It wouldn't have been an easy decision for Sanjeev Kapoor to be recognized as a chef because those days' cooking was the foray of women. He started a trend, became a legend and the only Indian chef to be selected by Richard Quest as one of the top five Celebrity chefs in the world for his program "Quest" on CNN channel. Apart from Khana Khazana, he also ran a weekly cookery show 'Rasoi Khajina' in Marathi on DD Sahayadri which gained popularity within weeks. It's his style, aura and sheer belief in Indian cuisine that gave him an international recognition and today is one of the most renowned personalities. There are many awards and titles he has won and the most prominent being honored with the National award for 'Best Chef of the year' by the Ministry of Tourism, Government of India. He was also honored with "Brand Leadership" Award, "Hall of Fame Award" and his Khana Khazana has won the 'Best Cookery Show' award at Indian Television Academy (ITA) and at various other award events.

Recently titled No. 31 in the list of 100 of India's Most Trusted persons by Reader's Digest, Sanjeev Kapoor has evolved with various other prospects based on the credibility of his show. He has penned his fabulous delicacies and is the author of best selling cookbooks, is a restaurant consultant and winner of numerous culinary awards. Architect of Sanjeev Kapoor's Khazana, a unique range of food products he has commenced with his own brand of Pickles, Blended Masalas, Sprinklers and other 123 Ready To Cook Mixes.

He is currently on board of Singapore Airlines International Culinary Panel, a consultant on Chef Board of Air India, Indian Airlines and SOTC and recently launched brand Wonderchef. His portal www.sanjeevkapoor.com is a complete cookery manual but what we await is the launch of a 24 x 7 Food Channel and also an international class Food Magazine, the first ever to be launched in South East Asia segment.



SANJEEV SHARMA / VIPUL D. SHAH...

The Awesome Twosome!

Optimystix has an amazing track record of producing excellent shows spread across different genres for various TV broadcasters like Sony, Zee, Star Plus, Zoom, Sab TV etc. Some of the outstanding ones being Khulja Sim Sim, Indian Idol, Comedy Circus, Popkorn Newz, Ladies Special, Laughter Ke Phatke. In a span of 9 years, Optimystix has produced a plethora of shows and has become a clear winner when it comes to producing format shows. The show Khulja Sim Sim, which was adapted from the show "Lets Make A Deal" was popular and it ran for a good two years. Then came singing and dancing shows like Kisme Kitna Hai Dum and Kuch Kar Dikhaana Hain. The Star Parivaar Awards also was hugely popular in its year of inception with a viewer ship of 19.4 TRPs, again produced by Optimystix.

Then came Indian Idol, which was a remarkable success for the company. It got a brilliant response and Sony went on an all-time high with this show. The daily soap, Yeh Meri Life Hai, a show with which every Indian middleclass girl could relate herself with, also ran on Sony for 324 episodes. Popkorn Newz on Zoom TV was another show which had all the gossips and masala that one needed to know about Bollywood as well as the small screen!

The show, Comedy Circus, went on to be the most popular show in the category of comedy shows. Its immense popularity, gave rise to other shows like "Comedy Circus: Lage Raho" and "Chinchpokli to China - 20/20 Mahasangram", "Laughter Ke Phatke" and "Comedy Circus Ke Superstars".

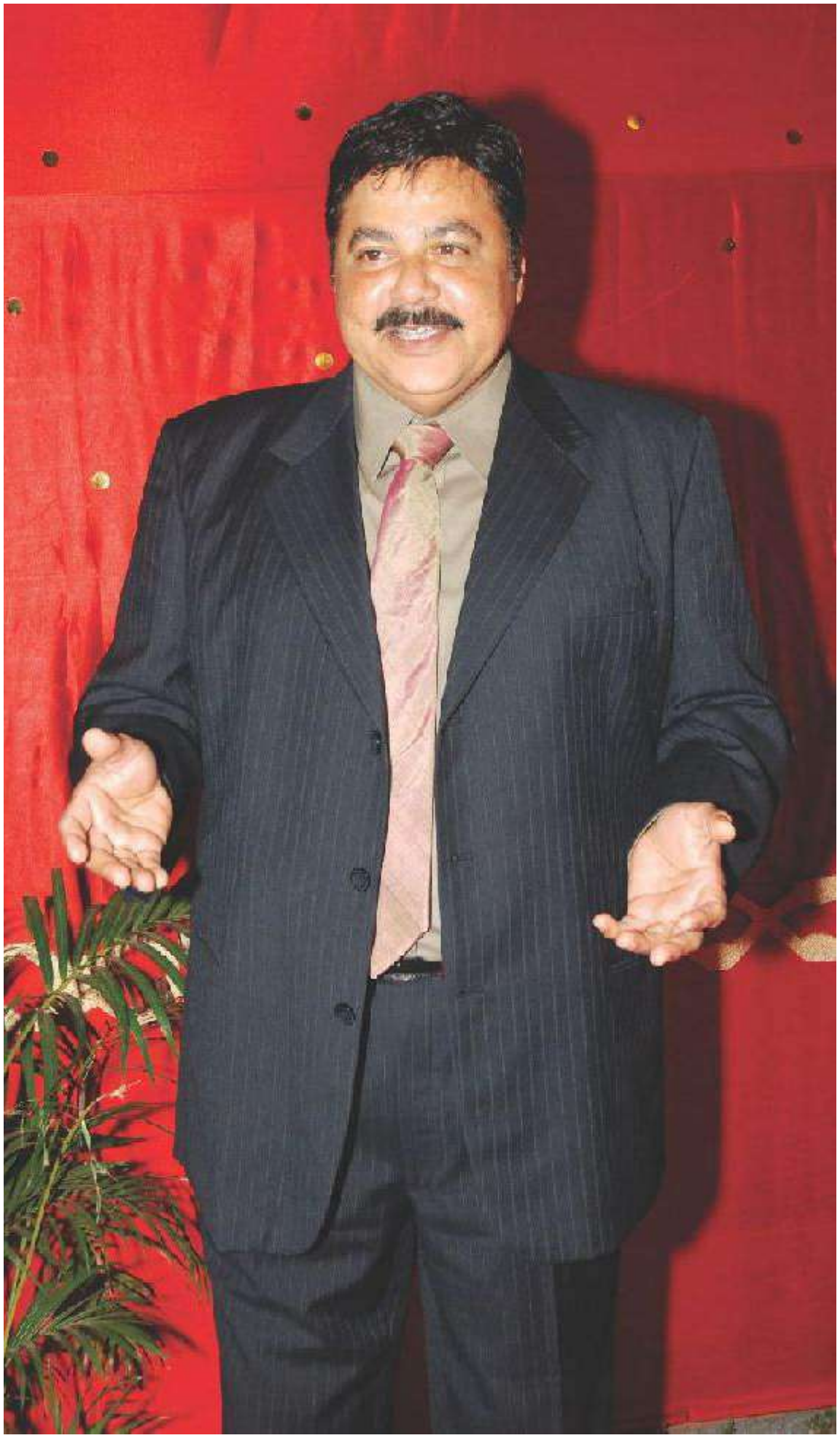
After a string of reality shows came the more serious drama series - Ladies Special. A popular show that salutes the Indian woman for juggling between different roles with so much ease, it garnered soaring TRPs and completed a successful run of 120 episodes on Sony TV. The latest show by Optimystix called "Papad Pol" has now occupied a slot on Sab TV and has Swapnil Joshi playing the lead role in it.

The lucky combo of Sanjiv Sharma and Vipul D Shah has taken the telly world by storm with the quality of shows that have been produced by them. This duo have definitely come a long way from 2000 and have shown a different level of entertainment which can be matched to the international standards as well.

Optimystix has indeed become the front runner and hope these awesome twosome continue to produce more shows!







SATISH SHAH...

The Laughter Master

An ever-smiling person, he's the one who makes everyone chuckle with his fantastic timing and a flawless dialogue delivery. His punches hit you hard. And mind you so hard that the laughter caused due to it is inescapable and can certainly cause pains (to your belly, at least!). Yes! That's Satish Raval Shah for you. Born and brought up in Mumbai, he did his graduation from the very renowned St. Xaviers College. Belonging to a Kutchh family, probably the only time he kept away from Mumbai was when he pursued his degree from the Film and Television Institute of India, Pune. He made a debut with the movie 'Ajeeb Dastan' by Arvind Desai in 1977, although success came to him with his all time classic 'Jaane Bhi Do Yaaron' released 7 years later in1984. A comedian par excellence, his advent on television was outstandingly noticed with the hit tele-serial 'Yeh Jo Hai Zindagi', where, though all the actors were appreciated, he was still the highlight as he played a different role in every episode.

With his brand of comedy, he succeeds in impressing almost everyone. Having done many shows, he's still not typecast. Though he's concentrated more on quality than quantity, he still has abundant projects to his credit. Some of his best ones on television include Filmi Chakkar, Philips Top 10, Ghar Jamai, All The Best, Sarabhai v/s Sarabhai. He was also seen as a judge along with Archana Puran Singh on Comedy Circus. Comedy being his forte, he has done plenty of movies like Mr. India, Kabhie Haa Kabhie Naa, Hum Aapke Hain Kaun, Dilwale Dulhaniya Le Jayenge, Kaho Na Pyaar Hai, Kal Ho Na Ho, Main Ho Na amongst many others. His class of comedy has never been a slapstick one and he has never staked his dignity to excel at what he does.

Unlike his contemporaries, he's chosen not to clog himself up with work, instead do some work which the audience appreciates and remembers. He also doesn't believe in giving preference to roles after considering the medium. Out of the technological race, he's fond of reading newspapers. Though not much of a gadget freak, he maintains reigning hearts of people ruled over by gadgets!

Nothing being a dream role for this man, he's become a role-model to quite a many aspiring actors. One hundred and twenty one movies to his credit along with the top most popular TV serials, Satish Shah has been there and done that all, but still his work is as different and has never been monotonous. He certainly is the Laughter Master of the small screen and the Comedy King of the Cinema, who with his inimitable capabilities has brought versatility in comedy.

SHAHRUKH KHAN...

Kohinoor!

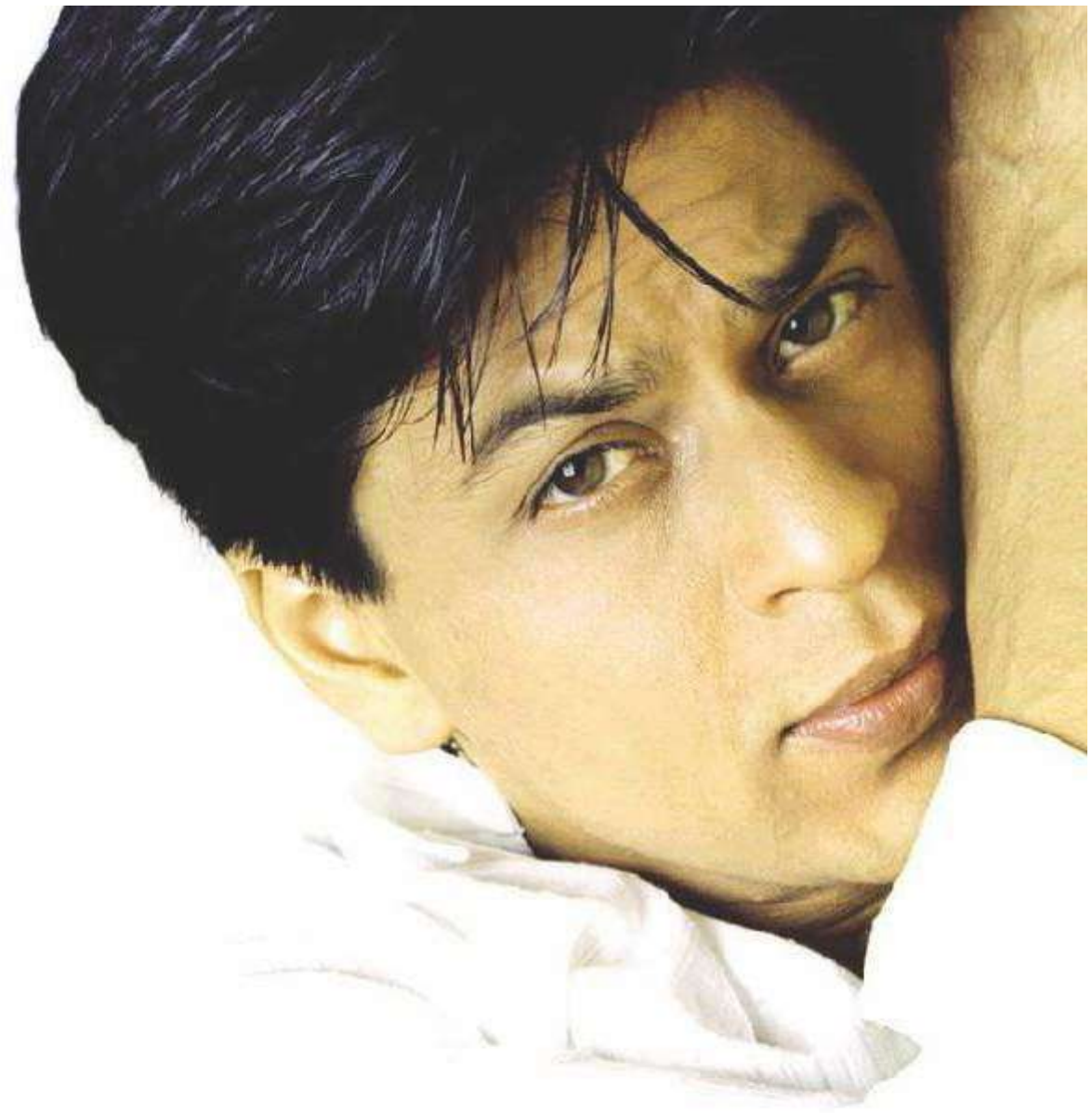
Like that treasured diamond of India, which adorns the crown of the Queen of England, he is Television's Kohinoor now studded in Cinema's crown.

And Indian Cinema has perhaps seen nothing like him before. The way he manipulates the emotions of his audience is what mythologies are made of. For all practical purposes, he is the pivot around which the whole of Film industry revolves.

But it was not always so! There was a time when he belonged not to films but to Television! And that was the time which actually sculpted SRK, the mythical superstar of today, out of a humdrum Shahrukh Khan then.

When a raw callow youth was selected by the producer-director, Colonel Raj Kapoor for his DD serial, 'Fauji', nobody, including the boy himself, could feel the tremors that signalled a big upheaval in the show world! Still wet behind the ears, Shahrukh took his first tentative steps on the small screen with remarkable confidence. That landed him more roles in other soaps like Dil Dariya and Circus. Slowly but surely, Shahrukh Khan became a known presence on TV.

And then things took a turn and TV lost him to what was its bigger cousin then – Cinema (the equation has changed drastically now!) After a somewhat unsung debut in Hema Malini's Dil Aashna Hai came Deewana and despite not being exactly in the lead, he was stuck in the viewers' minds with this film.



And he never looked back!

Correction – he did look back, when Television came calling again. It was the channel Star that knocked at his door to do KBC-2 for them and that meant he was required to step into the big shoes of Big B's, who had catapulted the medium itself to dizzy heights with that one show.

That was the home-coming of TV's prodigal son! Since then, he has not forsaken the medium and followed his KBC stint with Kya Aap Paanchvi Paas Se Tez Hain on Star again. Besides, his scintillating presence continues to light up the small screen quite regularly in various shows as a guest. So TV may not have had its Kohinoor exactly back, but it is getting the glow of its halo once again.

And why not? After all, he is one of us!

SHASHI RANJAN...

The Marathon Man!

He doesn't care for the milestones passing him by – he cares for the race. He doesn't set goals – he sets his gallop to move on forever. He is unpredictable and unstoppable in whatever he does!

Suave, dainty and dapper with a mellifluous smile, Shashi Ranjan comes from an Educationists' family, but not much love was lost by him for high Academics in his early days. Instead, he wanted his name on the marquees all over and was raring to tunnel his way into the tinsel world!

He took the proper FTII route to do that and coming out of the hallowed campus as a trained actor, he had his brush with films, but with strictly mixed results. He was caught into the vortex of the inside politics of the industry and was saddled with mundane roles in mediocre films.

Dismayed, if not exactly disillusioned, Shashi looked out for other creative pastures to explore and found one in Television. His incisive instincts made him instantly grasp the new medium's promise and potential of acquiring a humongous stature in not too distant a future!

That did it!

He dropped films like a hot brick and clutched onto TV for creating an identity of his own. By then, he was drawn more to behind than in front of the Camera and started making TV software. A number of distinguished shows came from his stables like 'The Shotgun Shoot', 'Making of a Legend', 'Guftagu with Javed Akhtar' and so on.

But his Chef-d'œuvre has been his yeoman's service to his new fraternity of Television. Along with Anu Ranjan (partner in life and in all its exploits), he set about creating a canopy where all the disparate sectors of the industry could go into a huddle as a cohesive whole,



climaxing in to – The Indian Television Academy! It was a vision unprecedented and unparalleled in the medium and the response of the entire fraternity to it was electric. They reposed their implicit trust and goodwill in the Academy and its crowning glory, The ITA Awards that have been a first ever effort to confer recognition on excellence on the canvas of Television! Today, the Awards have become the most coveted signet of merit in the medium!

Never the one to rest on his laurels, the marathon is still on for Shashi as he whizzes past milepost after milepost.

Way to go! And more wings to your heels!

SHATRUGHAN SINHA...

The Live Lava!

You cannot possibly use any other expression while summing up his volcanic presence and personality into words. He has lightning in his eyes, dynamite in his vocals and a swagger in his stride that turns your neck towards him compulsively! You just cannot ignore Shatrughan Sinha!

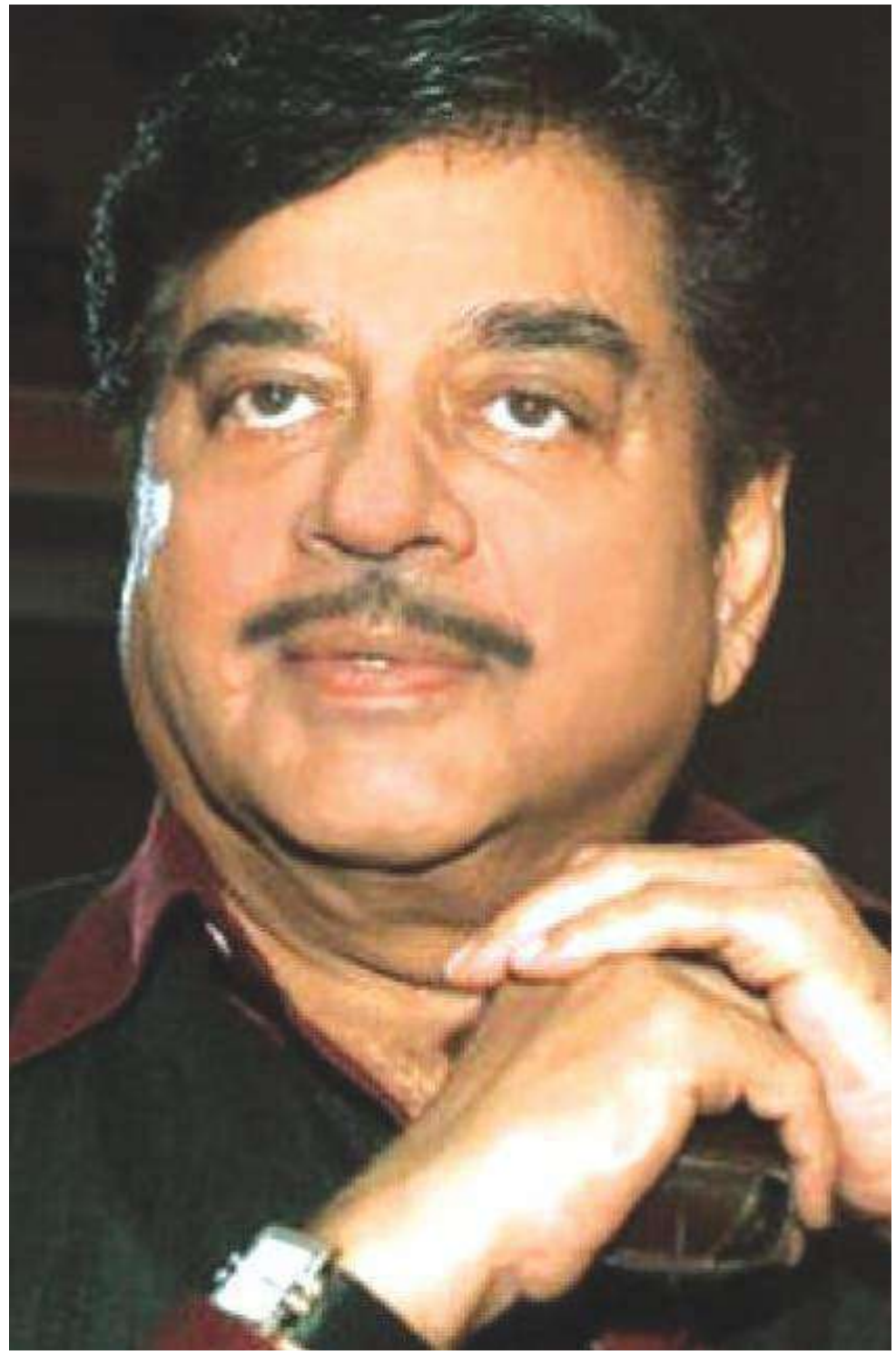
Scion of a family of Educationists, he decided early on to take a different detour in life and put himself up there with the Stars on the firmament of Cinema. To pursue his dream, he went to the Film and TV Institute of India to train in the nuances of Acting.

Once out from there and into the world of Hindi films, he initially met with a lot of resistance, if not exactly hostility, because of his unconventional looks, which were a far cry from the chocolate heroes ruling the roost there. But he never let it shove him into frustration. Instead, he started grabbing all the unconventional roles that came his way, including ones with a negative streak.

What followed was like nothing that had ever been seen on the Indian Screen. Shotgun (as he is fondly called), despite being a villain, drew more Taalis from the audience than the hero, even when he was physically lashing the latter!

After striking the Filmdom like a twister, he turned to Television for a show that was to create a whole new genre on the medium. He did 'Shot-gun shoot', directed by Shashi Ranjan, which was a socially and politically oriented Talk-show with celebrities and the general public in attendance. Shatrughan Sinha anchored this pioneering venture with his characteristic punch and power!

'Shot-gun Shoot' was the first of its kind and all the 'We, the People's and 'The Big Fight's have followed its trail, actually. And in his new Avatar as its Anchor, he gave a sterling account of himself. He was always spot-on, quick on the repartee and totally keyed up. He became the USP of the show and the Channel as well!



The show attracted a huge number of big guns from all walks of life and it wouldn't have been possible for a lesser personality than Shatrughan Sinha to pull the strings over their egos and caprices. But his majestic presence made it a child's play. In sum, he established the parameters of anchoring a high-voltage TV Talk-show. He was the first mega Star to enter Television and went on to be the first ever one to be a Union Minister!

Come what may, Television can never forget its one of a kind Anchor!



SHEKHAR SUMAN...

Ali Baba!

His is a story out of the pages of Alif Laila, particularly the one where the tale of Ali Baba is recounted. Like the fabled hero, he was also running around for a place under the sun. Time and again, he reached his destination and didn't! That old saying of the Cup, Lip and Slip sat pat on his early days of shots after shots in the dark and missed opportunities.

And then just like Ali Baba, one day he stumbled upon the chant of Khul Ja Simsim (Open Sesame!) to open the cave of fortune for him with all its treasures within.

Shekhar Suman took the train to Mumbai to join the galaxy of Stars on the firmament of Cinema. In no time, he got a dream break in Shashi Kapoor's Girish Karnad directed Utsav with Rekha as his heroine. Shekhar was stunned into a stupor at that windfall, but it was true and soon he was on Utsav sets, doing a steaming, smouldering scene with the Diva of Indian films.

But Utsav didn't exactly send the turnstiles spinning at the box-office and Shekhar found himself flung into a limbo. His career was just not going anywhere despite successes like Naache Mayuri and that sex comedy, Anubhav and he all but evaporated from the scene. Lost and not found, Shekhar was more and more getting elbowed into the abyss of depression!

And then he got his 'Open Sesame'!

It flung open another gate for him – the gate of Television! Even as initially he didn't quite jump at the idea, but director Anand Mahendroo prevailed upon him to be the lead of his Dekh Bhai Dekh that rewrote the history of TV's popularity in the masses.

Success after success followed for Shekhar on TV and then he turned over a new leaf by doing Indian Television's first 'Stand-up' - 'Movers & Shakers'! With his wacky wordplay and sense of pun and fun, Shekhar was a riot in the show! That started the Shekhar era herein and indeed, one who was dwarfed on the big screen became a tower on the small one.

At last! Ali Baba had opened his cave!

SHYAM BENEGAL...

A Lighthouse!

His works have been beacon–flashes for lots of aspirants in visual arts. Be it Advertising, Documentary, Cinema, Television – you name it, he has set the standards for excelling in each of them. When you set out for a headcount of those who have been instrumental in shaping the Indian Screen – both big and small – Shyam Benegal would always be there standing alone and tall amongst the heap.

On Television, despite his meager oeuvre, he has left his distinct signet!

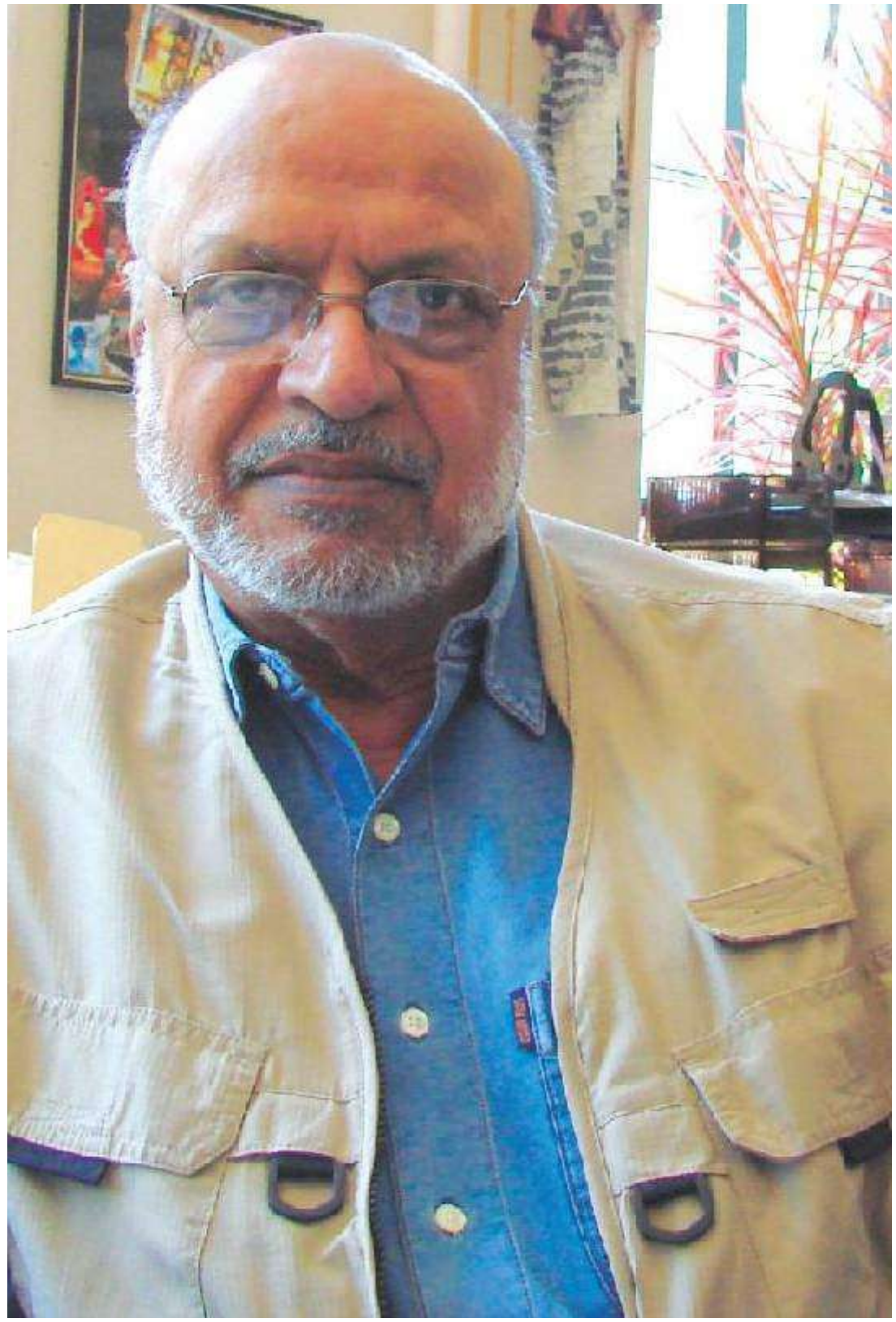
He gave a historic detour to the medium with his Bharat Ek Khoj, a 53 part serial based on Pt. Jawaharlal Nehru's Discovery of India. The kind of research and detailing that he went in to for transcribing the masterwork onto the screen was, is and will remain as a lesson for the TV professionals to follow. In it, he gave the lie to the oft-held, sweeping statement that there was no place for aesthetics on Television. 'Bharat Ek Khoj' went through the mazes of epochs and eras in the existence of India and mirrored it to the world as never before!

But that's not all! Shyam Benegal has given Television other hours of glory in Katha Sagar, a bouquet of tales from the world literature and Amravati Ki Kahanian with an archetypal 'of-the-soil' flavour.

And while the soul of India was permeating Bharat Ek Khoj, its body was seen in full glory in Yatra, a travelogue by Shyam Babu (as he is fondly called), giving us the exotica of our own homeland!

He has been widely decorated with the biggest of honours and awards, including the Padma Bhushan (1991). The President of India also conferred on him the ultimate honour in the genre– the Dada Sahib Phalke Award (2005).

In the pantheon of Screen Maestros, Shyam Benegal has carved out a high niche for himself. In his hands, Indian Television got a new meaning, a new direction.



Like the chants of the Rig Ved (the word's first book ever) used in the titles of Bharat Ek Khoj – 'Srishti Se Pahle Kuchh Nahin Tha' (there was just Nothingness before Creation) - you could say TV was experiencing the same in the time before a creator like Shyam Bengal came to mould it!

He breathed life into Television as an Art form!



SIDHARATH BASU...

The Crorepati Quizmaster!

The gentleman among the junta, Siddhartha Basu's rare intellect saw him evolve as India's best known quizmaster in the 80's. Well spoken and charmingly polite, he became the epitome of the intellectual Indian.

Needless to say, education figured high in his young life. He did his early schooling from Besant Montessori and Cathedral in Bombay, moved to Frank Anthony in Delhi, and passed out from Kendriya Vidyalaya, IIT, Madras. A Bachelor in English Literature from St. Stephen's College and a Master in the same subject from Arts Faculty, Delhi University, completed his academic qualification.

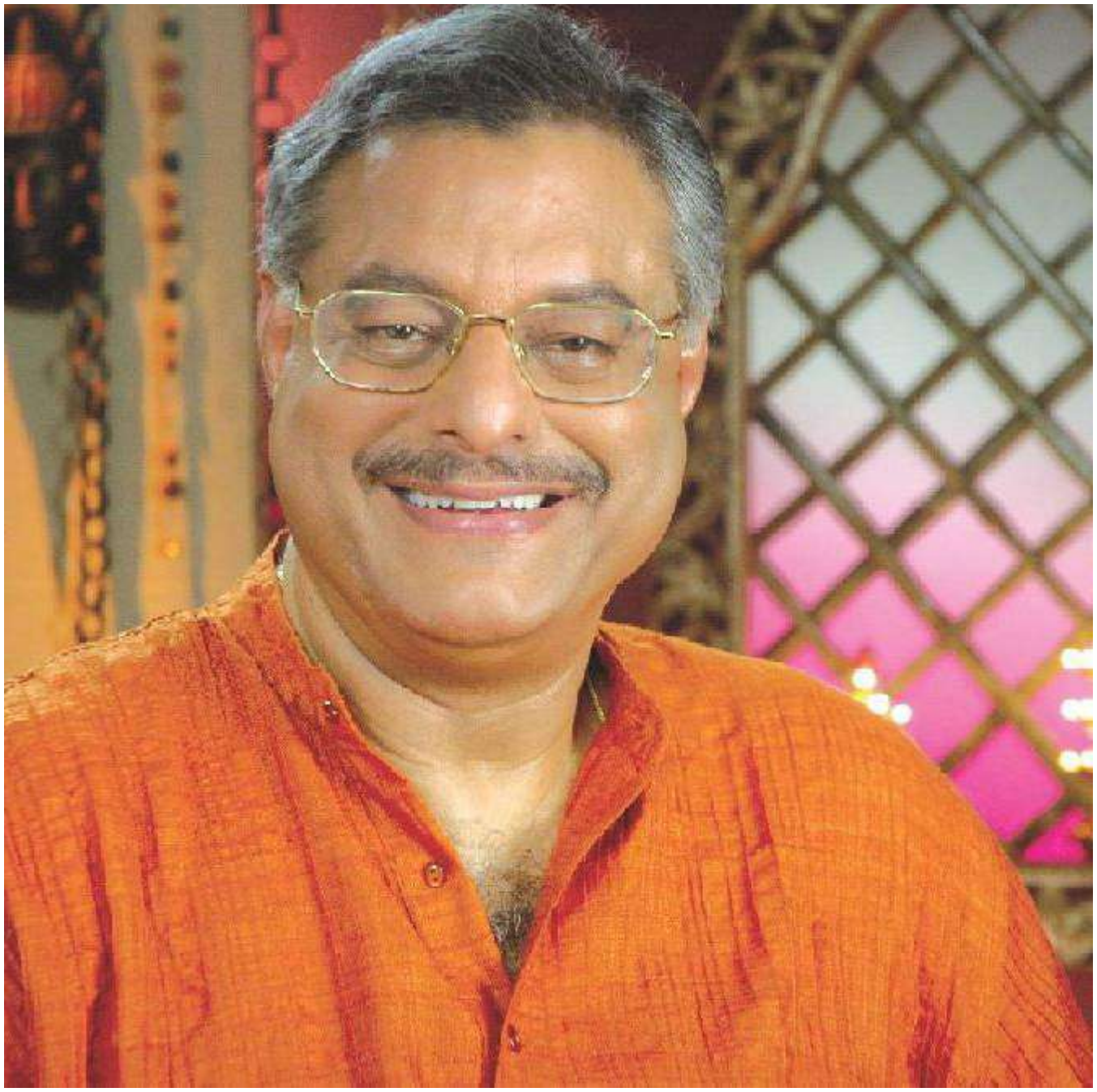
Siddhartha began his television career straight out of college, as a documentary filmmaker in 1977. However as a born quizzer, he soon progressed to television quizzing. His success in the genre was established with his very first outing as quizmaster on the show 'Quiz Time', an inter-collegiate quiz competition. He went on to host and produce 'Spectrum', the 7 nation 'SAARC Quiz', 'IndiaQuiz', 'The Beanstalk Quiz Summit', 'Mastermind India', 'University Challenge' and 'India's Child Genius'.

As television changed, his approach changed too. And born out of that change to move with the times was the introduction of the international hit quiz show - 'Who Wants to Be a Millionaire?', in a desi avatar. Thus was born, Kaun Banega Crorepati.

As anybody who witnessed the phenomenon unfold will tell you, you'll be hard pressed to find a bigger success on Indian television. With Siddhartha at the helm, and superstar Amitabh Bachchan as host, the show notched up record ratings and returned in different seasons.

Taking a cue from the success of KBC, Siddhartha's production company - Synergy Limited, brought other international formats to India, some among them being Jhalak Dikkhla Jaa, Kya Aap Paanchvi Paas Se Tez Hain, Sach Ka Samna, India's Got Talent, and Aap Ki Kachehri - Kiran Ke Saath. Slowly but steadily, he built up a repertoire of work that was educative yet entertaining.

Credited with reviving Amitabh Bachchan's career, Siddhartha is also on first name basis with most other Bollywood superstars. Unassuming as he is, he never lets it show. Instead in his quiet and diligent manner, he continues to create one success story after another with wife Anita Kaul Basu by his side.



SIDDHARTH KAK...

From Surabhi to Success!

The nation will forever be grateful to him for giving us Surabhi. For it is multi-faceted television personality Siddharth Kak who gave us the first-of-its-kind cultural talk show - Surabhi, which ran for a record 11 years from 1991-2001 on prime time at Doordarshan.

Siddharth conceptualized the show at a time when Indian television was dominated by long running soap operas. Suddenly there was Surabhi, a weekly half hour cultural and arts show which, true to its name Surabhi meaning 'fragrance', showcased the best from all parts of India and gave the audience the opportunity to interact and ask questions through its immensely popular segment - 'Sawaal-Jawaab'. The show was hosted by the effervescent Renuka Shahane and the knowledgeable Siddharth himself, both of whom were a perfect foil to each other's fire and ice, respectively.

Needless to say, the show appealed to the intellect of Indians soon after its launch and came to command a loyal fan following for as long as 11 years. In the process, it also entered the Limca Book of Records as India's longest running television show with the highest ever measured viewer ship.

Not a man to rest on his laurels, Siddharth got busy doing other things even while Surabhi was having its dream run. Most notable among them were socially relevant documentaries and short films, besides popular TV series such as Mano Ya Na Mano, Mere Humdum Mere Ghost, Bhoomi, and more recently, Sambhav Kya. In the past decade, Siddharth's television company, Cinema Vision India, has won three National Awards, several major Television Awards, and has produced more than 100 documentaries and television series.

Blessed with a rare humanitarian bent of mind, Siddharth has time and again used his elevated position and resources to create material that is meaningful. He is the producer of the prestigious 'India Heritage Series' in collaboration with UNESCO on the National Geographic Channel India and the Fox History & Entertainment Network. He is also the Founder Trustee of the Surabhi Foundation for Research and Cultural Exchange (Surabhi FORCE) which is now creating a National Cultural Audio-Visual Archive, and a Living Heritage Centre, the world's first Heritage Theme Park on India and its History and Culture on five acres of land in Kharghar, Navi Mumbai.

Meanwhile, Siddharth has not limited himself only to professional pursuits. A well known foodie, he has written food columns for many national newspapers, as well as published a book of poetry - 'Looking in, Looking out'. Along with actress wife Geeta Kak, he is also a proud torch-bearer of the Kashmiri Pundits, regularly seen participating in community activities.

In his usual quiet and simple manner, this low profile yet extraordinary man has given Indian television a rich heritage.



SIMI GREWAL...

A Vision in White!

She looks to be frozen in time! The cut-glass beauty that has lit up both the big and small screens is a multi-talented and multi-faceted personality. She has given a sterling account of herself whether it is before or behind the camera. Her exquisite grace and elegance reflects abundantly in all she does and that's what has been casting such a spell on the audience, since what seems eons now!

A Mehboob Khan discovery, Simi Garewal faced the camera for the first time in his 'Son of India' and though the film didn't quite set the box-office ablaze, Simi was appreciated for her natural spontaneity and, of course, her chiselled beauty.

Her talent has been truly Chameleonic and even though the oozed a Metro persona that fitted her roles in Saathi or Do Badan to a 'T', she was equally at home in her makeover as a rustic Rajasthani belle in Khwaja Ahmed Abbas' 'Do Boond Paani'.

When Television came calling, she was already abreast of its enormous potential and was totally bowled over by a technique so different from Cinema that could 'give you instant 'Edit' and instant 'Print' as well as instant 'Feedback', too, when you are on air!'

Her first outing in the medium was 'It's a Woman's World' (Doordarshan), a show that was held by many as far ahead of its times. Then, Channel-4 (UK) roped her in to do a documentary on Raj Kapoor, the legend with whom she had a personal equation after having worked in his Mera Naam Joker. And she loved the role reversal of having him before the camera while she was behind it. She did another TV-documentary for Channel-4 – 'India's Rajiv'. It captured Rajiv Gandhi in the candid and on-the-spot, finally becoming a definitive work on the charismatic persona of the man.

Her tour-de-force came in the form of 'Rendezvous with Simi Garewal' that lived on for 5 seasons and 9 years! The show was a spot-on interaction with celebrities and it was Television at its sparkling best, what with having the first ever 5-camera set-up for a Chat-show, a swanky set in white (what else?) and a slick panache in mounting. It blazed a new trail of Talk/Chat shows that are infesting our TV's today left, right and centre.

That's how Simi Garewal swaggers into the hall of fame in Indian Television!



SMRITI IRANI...

Destiny's own Child!

If ever there is a contest as to who is the de facto TV icon of our times, Smriti Irani will win hands down! On Television, she has simply been what they call – nonesuch! To zillions out there she is the epitome of Indian Womanhood in all its aspects of Beti, Bahu, Saas and what have you!

And come to think of it, all of that is because of a piece of fiction, of a character that, as played by Smriti on the screen, had a thudding impact on people. Indeed, Smriti Irani as Tulsi Virani of Kyunki Saas Bhi Kabhi Bahu Thi was a phenomenon that would be hard to erase from the collective memory of TV-watchers out there.

Born to a Punjabi father and a Bengali mother, Smriti yearned to break free of her father's conservatism. To seek an identity of her own, she got enrolled into the Femina Miss India contest. But she lost in the last round and was left dangling mid-air, with a debt of 2,00,000 that she had borrowed from her father.

Never to say 'I die', she tried for a flight-attendant's job, sold beauty products on the street, served at food joints, swept their floors and auditioned for commercials, which would always shut the door on her, smirking that she did not have an Indian face (They must have eaten crow later!).

And then destiny lifted its child in the lap! Shobha Kapoor saw her doing a routine anchoring job for Ooh La La (Star Plus) and was inexplicably struck by 'that face'. She took her to an audience with Ekta, who auditioned her for 'Hum Paanch' but nothing come of it! Exactly three months later, the phone rang and it was Balaji again asking her to audition for Tulsi. She did that and next she knew she was on the sets of 'Kyunki…' shooting as Tulsi Virani!

The rest is history – or shall we say, mythology!

Because Smriti's sweep and sway over the viewers as Tulsi has been nothing short of mythical! Since then, she has done a lot of other work, but nothing can hold a candle to Tulsi. As Tulsi, her vocals have echoed in myriads of homes, her face etched in millions of hearts, her agony, her ecstasy, her everything triggered a Tsunami of emotions all across.

A whole Nation has stood bewitched!

SONJOY WADHWA...

The Lady's Man

A graduate from HR College of Commerce and Economics and later trying his hand at law, Sunjoy Wadhwa has truly done justice to each show that he's produced. Starting of his career in the field of production in the year 1997, he co-founded Karnik Communications and launched his first TV serial on Zee TV titled Neeyat, based on the lifestyles of celebrities. From thereon started the journey of a luminary and he went on to produce some incredible shows like Ek Mulaqat, Aatish, Arth, Thief of Baghdad, Kasauti. In the year 2002, he came up with his own production house called "Sphere Origins", which soon turned into a Private Limited Company renamed as "Sphere Origins Multivision Private Limited" in 2008.

His courteousness towards people and, to be specific, towards women along with producing women-oriented shows is what elucidates the fact that he's truly the lady's man. He came up with a show like Saat Phere in the year 2005 placed in the prime time band (9.30 pm), which diminished the social stigma of considering a fair bride as the most apt one by portraying the character of the dark complexioned Saloni. With Rajshri Thakur in the frame, every girl who wasn't on the fairer side in spite of being of the fairer sex had upsurging hopes, thanks to her superb exposé. This immediately oscillated the TRPs of Zee TV in an upward trend.His shows have a distinct identity and showcase his sensible attitude towards the society. His precision in work shows up in the entire output that he delivers. Also delivering shows like Des Mein Niklla Hoga Chand, D.O.N (Detective Omkar Nath), Paraya Dhan, Salaam Zindgi, RaajKumar Aaryyan, Mohe Rang De, Jyoti, Shaurya Aur Suhani, Godhbharaai amongst many others.



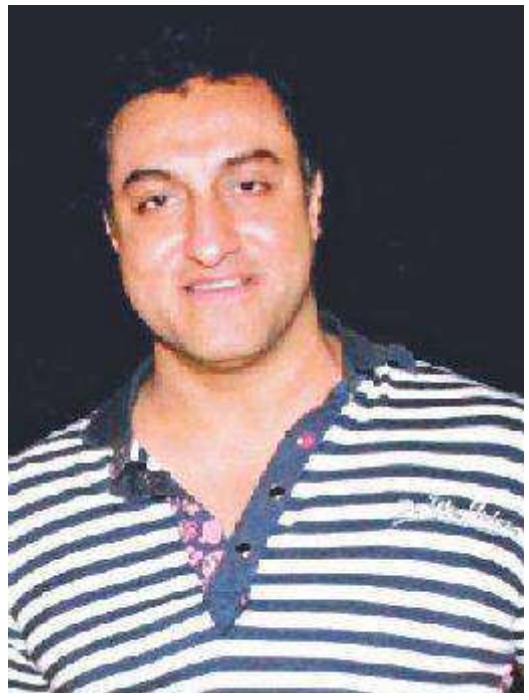
Besides, he has also produced some telefilms like 'Un Hazaroon Ke Naam' (on the lines of the 26/11 disaster), 'Phir Se'- a telefilm for SAHARA which won the RAPA (The Radio and TV Advertising Practitioners Association of India Ltd) Award in the year 2005.

Another show that took the audience by the storm was Balika Vadhu launched in 2008 with the launch of Colors as a channel. The nanhi 'Anandi' with her cute demeanor and the equally endearing Jagyaa had not only the women addicted to it but people from all age groups.

Instrumental in conceptualizing and creating shows that have created a benchmark in the history of Indian Television, he has created shows in varied genres like Family drama, thriller, fantasy, detective series. His production company is also involved in the making of various kids programming, advertising, animation, music videos, documentaries & non-fiction content in Hindi and English.

And after having done so much, who won't come up with the ideas of producing movies?









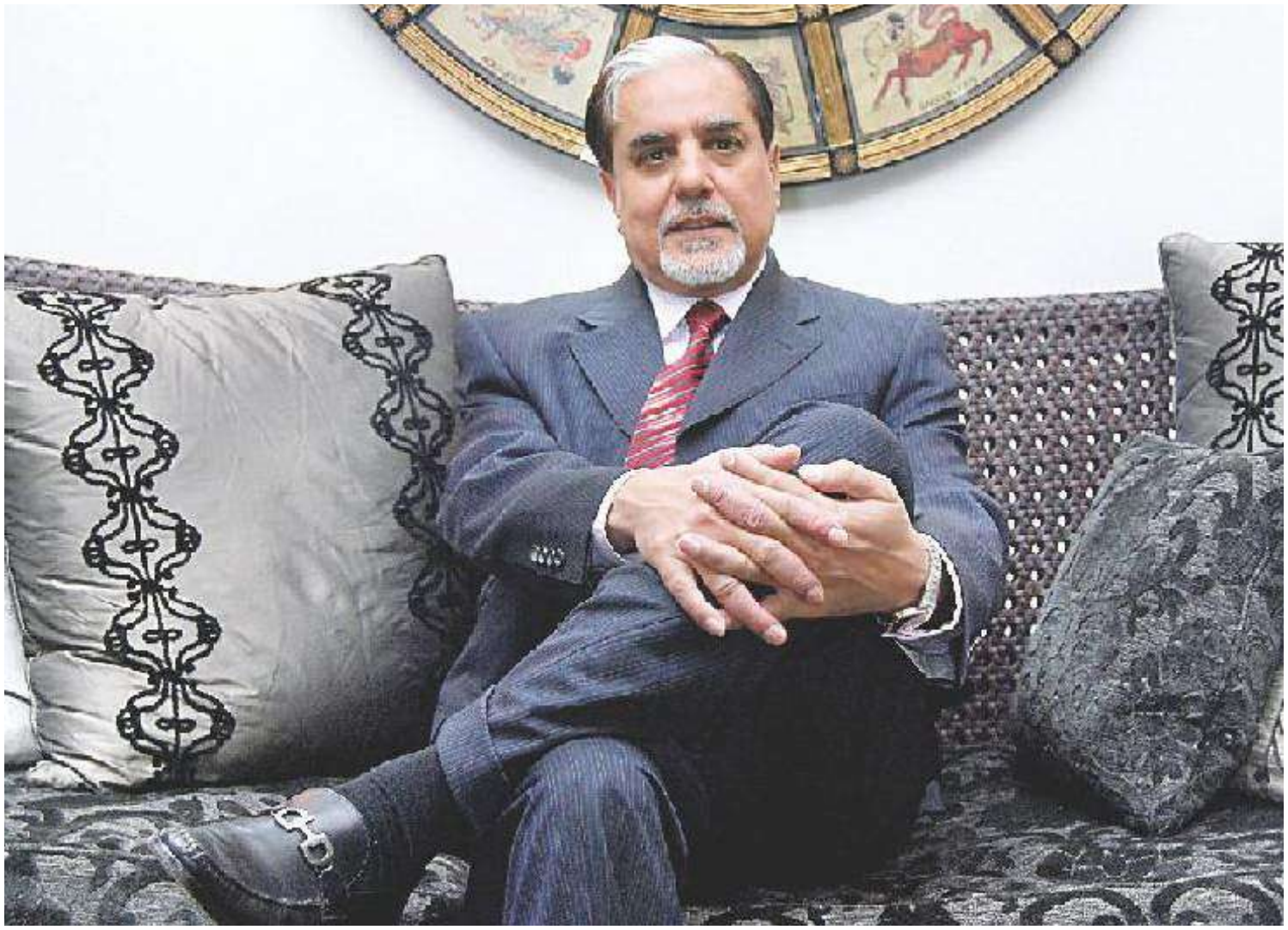
SOORMA & MORANIS - NEELAM, ALY,KARIM, MOHOMED...

Inspirational Friendship!

Yes these are the two golden words that come to your mind when you see the success of Cineyug. In a scenario where it is difficult to retain entrepreneurship with a brother, the people behind Cineyug, Moranis and Soorma have proved otherwise with their successful flagship of 28 years. In 1982, Cineyug started as a Motion Pictures Production Company by Karim Morani and his dear friend Bunty Soorma. With a strong foothold in tinsel-town Aly, Mohomed and Karim Morani along with Neelam Soorma expanded Cineyug's portfolio from Motion Pictures Production to a 360 Degree Entertainment Services Company.

Cineyug is the name behind many events and Award Galas that took Bollywood around the world and soon after they ventured into the arena of Television. With flattering art of filmmaking and idiosyncratic creativity, Moranis & Soorma headed for live Entertainment, scripting, directing and producing the biggest Bollywood Concerts with successful world tours like Shahrukh Khan's Temptation and 90% of Bollywood events in India are produced by them. They successfully launched the first ever musical play in the India, City of Dreams. Television was next on their agenda and they scripted, directed and produced Ustaadon Ka Ustaad, A first of its kind The Reality Show on Sony TV which brought the winners of all Reality Shows across various channels on Indian Television together on the same platform where contenders fought it out a artistic battle in three categories, singing, dancing and stand-up comedy. Dance Premier League, Yeh Hai Jalwa to name a few, are the successful ventures of Cineyug on television.

Moranis and Soorma are today household names of the Indian Entertainment industry and with their sheer professionalism and goodwill that they have always shared with the league of actors, directors and producers, we are assured a lot more entertainment from Moranis and Soorma.



SUBHASH CHANDRA

Zee Man!

As a 12th standard dropout, he took to selling rice in Hissar, a small town in North India. Who could have believed that the same boy would one day go on to rule Indian satellite television?

That is just what Subhash Chandra did. Following various entrepreneurial ventures that included rice export, running a vegetable oil unit, packaging (Essel Propack) and theme parks (Essel World and Water Kingdom), all of which benefited with Subhash's business astuteness, he turned his attention to satellite television.

And it was he who launched India's satellite television revolution. In 1991, when viewers had a restricted menu from the State-controlled terrestrial network Doordarshan, Subhash launched the first Hindi satellite channel - Zee Television. In less than seven years, he nurtured Zee into India's most popular television network and positioned it as a global brand with more than 500 million viewers in 120 countries.

20 years and many more players later, Zee continues to give the competition a run for its money with its unique programming and cutting edge production.

Meanwhile Subhash's ability to identify new businesses and lead them on the path to success has led to an ever-growing portfolio. Following lotteries and multiplexes, Subhash recently started the Indian Cricket League, a domestic Twenty20 cricket league intended as a challenge to the Board of Control for Cricket in India. And in November 2009, he took over management responsibility of Daily News & Analysis (DNA), which features among the top eight English dailies in India.

While businessmen are often ruthless in their approach to reach the top, Chandra has made his mark as an influential philanthropist in India. He set up TALEEM (Transnational Alternate Learning for Emancipation and Empowerment through Multi-media) to provide access to quality education through distance and open learning. He is the Chairman of the Ekal Vidyalaya Foundation of India – a movement to eradicate illiteracy from rural and tribal India. And he is the Trustee of Global Vipassana Foundation. He has also created the Brain Trust of India to identify and nurture the gifted children of the country.

Expectedly then, he has been the recipient of innumerable industry awards, civic honors and honorary degrees through the years. He even features in the Forbes list of India's Richest, at the 29th position, with a net worth of $900 million.

However, after taking and sustaining Zee at the top of the game for 20 long years and creating history in the process, Subhash has now handed over its reign to his eldest son Punit Goenka, who seems to be a doing a great job of following in his father's footsteps.

SUBRATA ROY...

Saharasri of Sahara Parivaar

Subrata Roy's life is a saga of indomitable courage and conviction towards collective welfare of people. He came from nowhere and went on to create the Sahara India Parivaar, which has been termed by the Time magazine as 'the second largest employer after the Indian railways'. Surrounded by his mysterious aura, Subrata (born in Bihar in 1948), or Saharasri as he's fondly called, achieved all this in record span.

Beginning in 1978 with just Rs 2000, one office of 10'X12' and two assistants, he went on to create the Sahara Family seeped in the ethos of an Indian joint family consisting of more than nine lakh workers, with no trade union, and with more than 2129 establishments across India. He first revolutionized the way Indians saved their money by introducing micro-saving schemes aimed at the grassroot levels of society. He then went on to establish similar people-oriented precedents in many sectors. Today his corporate conglomerate has a book value of gross assets of more than USD 13 billion.

In 2003, Subrata decided to make a foray into the media. He endeavoured to bring the focus on various issues at local level. As things stood then, the dissemination of television news in India was skewed in favour of the big-city, urban-centric world view. Subrata came up with a model that was defined by local consumer driven touch-points.



The launch of Sahara Samay, a bouquet including five regional news channels catering to viewers in the states of UP/Uttarakhand, MP/Chattisgarh, Bihar/Jharkhand, Delhi/NCR and Mumbai, was a pioneer effort in the industry which focussed extensively on regional and city-oriented events and aimed to offer exposure to the local voice. Meanwhile Samay, Sahara's national Hindi news channel, addresses issues of national importance.

Sahara's television portfolio also includes a 24-hour digitally encrypted Hindi entertainment channel spread globally – SaharaOne; a 24-hour digitally encrypted movie channel – Filmy; India's first world television channel in Hindi – Firangi; and four music channels.

Fair and good-looking Subrata, along with wife Swapna whom he married in 1974, remained a fixture on the Indian corporate and social scene till recent years. His close circle of friends included the likes of Amar Singh, Anil Ambani and Amitabh Bachchan. However he seems to have taken a backseat from public life, now spending most of his time at the Sahara Township in Lucknow. His two sons, Sushanto and Seemanto, have taken over the reigns.
The legacy continues!



SUPRIYA & SACHIN PILGAONKAR...

Winsome Twosome!

He is a bundle of energy and a treasure of talent. She is a sprightly spring from which bucket-loads of entertainment can be collected. He amazes you with his versatility, she wows you with her flair and flourish. He is a riot and she is a rampage on the viewers of all hues – together they make a lethal combo of delirious fun!

Sachin & Supriya (Pilgaonkar), bonded in marriage and bitten by the same bug of Acting, have given to Television some of its zaniest moments as a twosome!

But long before that could happen, it was Sachin who faced the arc lights as a child artiste since the callow age of four. He went on to do upwards of 60 films as a kiddo and in that period, his pairing with Junior Mehmood created mayhem of fun on the screen, like in Brahmchari besides 14 others.

After that he hit the pay-dirt with Rajshri Productions in films like Geet Gata Chal, Nadiya Ke Paar, Ankhiyon Ke Jharokhon Se, etc.

Supriya, a Bombay born, also started pursuing her dream of becoming an actress quite early and with an ample measure of success, too. It was in this ambience of catwalks, lights and cameras that she met Sachin and Cupid struck!
The twosome clicked with each other like a house on fire, climaxing into a nuptial bond.

The tour-de-force of their career together was Tu Tu Main Main on the tube. As a team they sent the viewers in a spin with a 'Saas-Bahu' comedy that turned this clichéd property of Indian Television upside down!

To this day, 'Tu Tu Main Main' continues to tickle the memories of people! The laughathon went into a sequel too with Kadvi Khatti Meethi.

Another milepost for the couple came when they did Nach Baliye. Being rather at the wrong side of age, they were nobody's idea of doing anything in this backbreaking Dance-show. But they did and how! They won it! Their winning was a defining moment of the triumph of mind over matter. Sachin and Supriya showed to the world that being together means being victors!

That's the secret of this winsome twosome!

TABASSUM...

Chirps, Chuckles & Chortles...

All combined have a name – Tabassum. Chubby cheeks, impish eyes and that throaty, jingling laughter – she instantly tickles your funny bone with her never-ending repertoire of jokes and an ingrained sense of high-octane humour.

Her tryst with the show-biz goes a long, long way back to 1946, when a 4-year old toddler starred in Nargis and was billed – 'And Baby Tabassum'. She played the childhood of the protagonist that was none other than the legendary Nargis herself.

The way the little one wheezed through the role made her the darling of both the viewers and the producers as well. A trail of child roles started for her and from such blockbusters of the time as Badi Bahen, Baiju Bawra etc. to upwards of 30 films, the credits blared – 'And Baby Tabassum!'

Since then, Tabassum has seen it all and done it all, matching strides from Dilip Kumar to Amitabh Bachchan in a career spanning more than five decades and 72 films!

Still, what she is best known for is her stint with Television. Just flash back to the 2nd October of the year 1972, when the first ever channel in the country, Doordarshan started beaming. Exactly 6 days after that (on the 8th October, to be precise), Tabassum struck the small screen like a meteor with the show 'Phool Khile Hain Gulshan Gulshan'!



It was the first ever Celebrity Chat-show of the country with Tabassum helming it as its anchor. And she was a blast in her new Avatar. Her chuckles and chortles, her cuddly 'connect' with her guests and of course, her subtly searching questions had the viewers fall for her, hook, line and sinker!

The proof of it (if any is needed) is the fact that the show ran for 21 years slating in some 500 celebs and from the first one, wherein she went into a chuckling chatty encounter with music maestro Naushad to the last one, where she had a ball with Chunkey Pandey, she has been non-pareil.

Period!



UDAY SHANKAR...

Star in his eyes..! The Brightest Star..!

It was just another day in the life of journalist Uday Shankar as he went about his work as the Star News Editor. But what made this day a red letter one was a question – 'Are you ready to be the CEO of Star India?'

Taking all of 10 seconds to answer the above question in the affirmative, Uday became the new CEO of Star India in October 2007, following the resignation of Peter Mukerjea and Sameer Nair, two big names who had established Star in India.

Having lost two of its head honchos and suffering from a noticeable dip in ratings, Star Plus was in serious danger of losing out to the competition. Uday's task then, was clear.

He faced his first challenge when he decided to take the tough decision of restructuring Star's relationships with the content makers.. He had to work on creating a consensus but in the end, Rupert Murdoch supported him as did his other bosses.

As a news journalist, Uday brought with him the strength of observation. This helped him understand the audience and its behaviour, and respond to their needs. Over the years, Star had launched various interesting programmes in different formats like Yeh Rishta Kya Kehlata Hai, Aap Ki Kachehri – Kiran Ke Saath, Sach Ka Samna and others, and boasts at least two-three shows in the top 10 every week. Today, Star has something for everyone.

Emboldened, Uday went in for a number of other measures and emphasised the need for differentiated content, out-of-the-box thinking and taking risks to sustain in television. He is of the opinion that, "You may or may not succeed if you try to be different, but you'll surely fail if you are not."

Besides taking some unusual, even risky initiatives that worked in Star's favour, Uday expanded Star's scope beyond soaps and cricket to include movies. In addition, he launched new channels in Bengali, Marathi and south Indian languages.

It was recently announced that Uday will report to James Murdoch, Rupert Murdoch's son, and will also oversee Star's sales and distribution offices in West Asia, the UK and US, putting to rest any doubts about Uday's formidable ability.

Needless to say, Uday has come a long way...



VIKRAM CHANDRA...

The Polite Journalist!

Well dressed, well spoken, humanitarian and polite - Vikram Chandra is not your average Indian journalist. At a time when journalists are becoming increasingly aggressive in their pursuit of "sensational" news, Vikram is like a whiff of fresh air.

Academically inclined, Vikram (born Vikramaditya) did his Bachelors in Economics from St. Stephen's College and went on to study at Oxford University on the prestigious Inlaks scholarship. He honed his media skills at Stanford University where he did a course in mass media.

Upon his return, he joined NDTV in 1994, now boasting 19 years of hardcore experience in television journalism. During these years, the good-looking anchor has switched with ease from the prime time 9 o'clock news to 'Gadget Guru' where he slips into a more comfortable avatar to discuss and review the latest gizmos. However he is best associated with NDTV's flagship show, 'The Big Fight', which has been one of India's top rated current affairs show for half a decade. Vikram is now the CEO of NDTV Networks, supervising NDTV'S lifestyle, internet, outsourcing and technology businesses.

As a reporter, Kashmir and terrorism have been Vikram's special areas of interest. He was the first and only television correspondent to film the army camps at the Saltoro Heights in Siachen, as well as to enter 'Chrar-e-Sharief' just before it was burnt down by militants. He has penned an in-depth thriller - 'The Srinagar Conspiracy', based on his experiences of covering the valley.

Vikram has also been one of the pioneers in special programming for public interest. He anchored two Greenathons that raised money for solar lanterns, and is now involved with 'Save Our Tigers' campaign.

For his contribution to journalism, Vikram has been named the Global Leader for Tomorrow and a Young Global Leader by the World Economic Forum in Davos. He has also won the Hero Honda Award for Best Anchorperson, the Teacher's Achievement Award for Communication and The Indian Television Academy Award for Best Anchor for a Talk Show, amongst other coveted recognitions.

For Vikram, it could not have been easy to create his own space in a channel which boasts the best in the business. Yet, that is just what Vikram has achieved from the moment he has appeared on television.



VINEET JAIN...

Man of Future!

He is a visionary in the strictest sense of the word. More than 'Today', he is grappling with the 'Tomorrow'! Just not the one to bask in the glory of the empire bequeathed to him, he would rather be kitting himself out to annex many more!

Vineet Jain, the scion of the illustrious Sahu Jain family, went abroad to complete his studies. The Jain clan is the one that owns the fabled Times of India group. It was at the advent of 80's, when change struck the highest echelons of the hallowed organisation. Old order was calling it a day, yielding place to new!

It was in this scheme of things that Samir Jain, Vineet's elder brother, took his place at the helm of TOI in 1982 and four years later, in 1986 to be precise, Vineet joined him to share the onerous responsibilities of running the humongous conglomerate. With the coming of Vineet many a new portal in different genres started opening at the TOI and its print media giant status began to acquire new hues and dimensions!

Vineet set his eyes on tapping the enormous potential of Television and a TV software production was launched in 1993. He also broadened the Times spectrum to music by establishing its own label Times Music and the retailing chain of Planet M.

The musical expansion hopped onto another milepost by the launching of Radio Mirchi, the FM channel of TOI group, in 2001. But the biggest upturn happened 3 years later, when Zoom, the first Lifestyle TV Channel of India was launched by the group. It was an eloquent example of the expanse of Vineet's vision. He ventured into the mostly unexplored territory of Niche Channels in the country and came up with a Lifestyle one which no one had thought of before and which was sure to hit it off with the teenyboppers out there.

However, his biggest TV success so far has been Times Now, the English News channel that, under the tutelage of the Enfant-terrible of the TV News sector Arnab Goswami, has reached top of the heap within a short span of two years!

With the TOI perched at the apex of English News papers in the world with its staggering circulation of 3,433,000, the future holds many more conquests for it on many other fronts under the command of a young dynamic, go-getting visionary – Vineet Jain!

You can't stop his juggernaut!

VINOD DUA...

A man of many seasons!

A veteran of thousands of hours of telecasting, Vinod Dua is a Padma Shri winning journalist, anchor, political commentator, election analyst, producer and director.

Born in 1954 and brought up in the refugee colonies of Delhi, gritty Vinod fought circumstances and went on to complete his Bachelors and Masters in English literature from Delhi University. A singer, debater and theatre enthusiast in school and college days, Vinod was associated with theatre activity till mid 80's during which period he wrote two children's plays, performed by the Sutradhar Puppet Theater of Sri Ram Center for Art and Culture.

Vinod first appeared in television in 1974 in Yuv Manch, a Hindi youth program on Doordarshan. He continued to anchor youth programmes for different channels till 1980. In 1981 he started anchoring the Sunday morning family magazine Aap Ke Liye which brought him into the limelight.

The year 1984 marked a turning point in Vinod's career when he co-anchored the election analysis programmes on Doordarshan with Dr. Prannoy Roy. That marked the beginning of a long career in political reporting on television. In 1985, Vinod anchored Janvani, the first ever programme of its kind where ministers were questioned by common people. The programme became a landmark in the history of Indian television, inspiring a series of similar programmes in today's multi-channel scenario. Vinod ventured into direction and production with the current affairs magazine 'Newsline' anchored by MJ Akbar.

In 1988, he launched his own production company - 'The Communication Group', to produce and anchor programmes on current affairs, budget analysis and documentary films. From 1992 to 1996 he produced Parakh, a weekly current affairs magazine telecast on Doordarshan. In the following years, he was associated with other political based shows such as Chakravyuha, Chunav Chunauti, Pratidin and Parakh, Dilli Chalo and Kaun Banega Mukhyamantri.

Vinod's keen insight and unmatched experience make him a force to reckon with. These days, he's putting his skill to good use at NDTV for daily news and analysis as well as election and budget analysis, while also indulging his taste buds with the popular street food show - Zaika India Ka, which he hosts.







VINTA NANDA & RAMAN KUMAR...

A shared love!

Two unlikely partners, Vinta Nanda and Raman Kumar created something magnificent every time they came together. In that, they were one of the most successful writer-director jodis to have ruled Indian television.

A graduate of the prestigious Film and Television Institute of India, Raman started his career by assisting director Ramesh Talwar, who remains his guru and mentor. In 1982, he directed his first movie, Saath Saath, following which he went on to direct Raahi, Wah Wah Ramji, Raja Bhaiya, Sarhad Paar and Marathi movie Asa Mi, Tasa Mi, among others.

Meanwhile, Vinta always knew she was a writer at heart. In her own words, "In school and college, I read fiction and non fiction, biographies and history, drama and literature, none of which was in syllabus, till I fell apart and started to write myself."

She met Raman when she began assisting him on the unforgettable Yeh Jo Hai Zindagi. As assistant director, she was also involved on the screenplay of the serial, which won the two many accolades for its sensitive yet simple treatment.

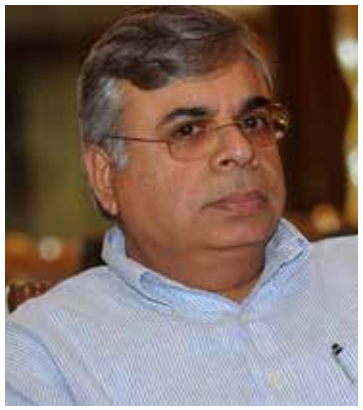
1989, when Vinta was a mere 24 year old, Raman and she established their own production house – Tracinema. Their first production was the trailblazing Tara. Starring Navneet Nishan, the show was a bold look at modern women and their trails and tribulations, and went on to top the ratings for five years straight.

The subsequent years saw the two create the best work of their careers with each other. This included serials such as Umeed, Shatranj, V3plus, Raahat, Agnichakra, Raahein, Sansaar, Hero Uncle, 10 Civil Lines, Deewar, Sheila, Kasbah and Aur Phir Ek Din, as well as documentaries, ad films, short films, corporate films, and telefilms. Their fresh stories, true to life characters, unique treatment and attention to detail found favour with the audience and earned them a loyal fan following.

Even after the two parted ways, they continued to do good work. As active in theatre and documentary filmmaking as he was in films and TV, Raman has been a regular activist with the Indian People Theatre Association in Mumbai since the last 40 years. As far as documentaries go, he made his first on poet-lyricist Kaifi Azmi and has since been making them regularly for many social organizations and on various social issues.

Meanwhile tall and bespectacled Vinta, who looks formidable until she breaks out into her hearty laugh, released her first film - 'White Noise', in 2005. She continues to write film scripts and plans to produce at least three feature films in 2010-2011.

the fraternity speaks



A P Hinduja...

I compliment Anu and Shashi for the pioneering role that they have played in the Indian TV sector within the larger entertainment industry, through the ITA. Their efforts in bringing together the television fraternity and giving them a single stage to showcase their talent is indeed praiseworthy.

GR8 TV magazine has successfully filled a gap in the print media pertaining to the TV entertainment industry. While we have many a movie mag to fill us in about the Indian movie world, this magazine is a worthy representative of the tv industry, and has been a "great" initiative of the ITA. The ITA awards too have distinct credibility within the industry and outside, and commands kudos to the ITA team.



Anand Sagar

The ITA has set an example as the body that gives the much-needed boost to talent and its nurturing in a highly competitive industry.Unlike the motion picture industry the tv industry thrives on fresh talent which needs constant encouragement and recognition. The ITA has been doing a great service by giving fair and deserving awards to those who strive for excellence.

Apart from the awards the magazine GR8! has been a platform for connecting the members of the fraternity with one another. Each issue is a delight to go through.Its a pleasure to know whats happening in the profession one is in and what one's peers are doing.



Anurradha Prasad…

The ITA has played a vital role in the evolution of the television Industry. It has provided a common platform to all broadcasters to meet, discuss and address issues concerning the industry. Through its endeavours, it has motivated members of the industry to strive to achieve greater heights. Its various events have helped in our business networking and systematic functioning. The ITA has thus played a significant role in the television industry and to the fraternity members.

The ITA awards are very motivating to all fraternity members. They pose a challenge to all of us working for television and with motivation we all try to give our best to our work. GR8! TV Mag gives us a platform to speak of our concerns, if any arise. One also gets to know one another working in the industry. It an important connecting unit for fraternity members and I believe in the importance of such events and units. The ITA awards and GR8! TV Mag both are excellent initiatives of The ITA and on its 10th anniversary, I congratulate The ITA for having founded these endeavours.



Archana Puran Singh…

The ITA is a great platform for the entire television fraternity. It is a splendid initiative taken by Shashi and Anu, one which has unified all aspects of our television industry under one umbrella.

The ITA Awards and The GR8! TV Magazine are both pioneers in their spheres. One has instituted dedicated awards solely for the television industry at a time when there were none! And the other is a first-of-its- kind magazine in the country. Other similar endeavors may have followed the path set by ITA Awards and GR8! TV Magazine, yet none can match their unique and pioneering achievements in the field. I wish both ITA Awards and the GR8! TV Magazine the success and laurels that accompany a dedicated and enduring passion, which both these ventures evidently are!



Aroon Purie…

The ITA is a fine example of the adage – 'Right Place at the Right Time'. The past decade has seen a tremendous boom in the television industry. The television space has evolved from a situation of monopoly to multiplicity. The general entertainment space continues to co-exist with the niche channels and both continue to grow. The regional space is coming of age and offering a viable platform to the content producers and advertisers. The ITA has been part of this incredible journey and continues to celebrate every milestone of the television industry.

The ITA is doing a fine job of being relevant to all stakeholders of the television industry. The ITA awards have evolved into the marquee television awards that recognize popular channels and successful personalities. I am sure the entire industry looks forward to the annual event to come together and celebrate each other's success. GR8! magazine provides every television professional with a monthly snapshot of all the news from the world of television. I am sure The ITA will continue to explore new opportunities and expand by launching several new initiatives.



Arun Govil…

The Indian film industry has several platforms where it is represented.ITA provides a separate platform specifically for the television industry and has been a pioneer in this area. It enables the TV industry, which is fast catching up with theÂ film industry, to come together and showcase top talent and creativity.

The ITA awards help to recognize the best talent in the TV world. It helps give the TV industry its unique identity and gives them their rightful place in the world of entertainment.
GR8! TV magazine helps to give an insight into current affairs of the TV industry.
Both these initiatives from ITA act as a source of inspiration for young and fresh talent to become a part of this vibrant, glamorous and fast growing industry.



Ashvini Yardi…

The ITA Awards are a great reason for the entire fraternity to come together to celebrate success and achievement and to congratulate peers. Its a celebration of skills and one of those events that the entire fraternity collectively looks forward to. The Gr8! TV Mag is an excellent source of information and allows the fraternity to stay updated with all that is happening in the industry.



Avika Gor…

The ITA Awards has helped a lot of people to recognise themselves and the welcome they give to new performers is truly a boost in their life and career.

This awards are important because unless and until you are appreciated by some organisation like The ITA Awards you can not be recognised in this industry and it is not comparable by other awards too because it is truly upon the correct judgement made by the viewers in the country. Even GR8! Mag is truly a most effective magazine which says the correct facts and is with lot of knowledge about the industry and its happenings.



Derek O'Brien…

The ITA is a credible platform to be acknowledged by your peers.

They are not important at all. THEY ARE VERY IMPORTANT!
The industry needs credible platforms to celebrate milestones, to bond, to be one large happy family.



Dheeraj Kumar…

The ITA recently commenced its platform for the new Talent to be groomed by the veterans. The young talent shall get an opportunity to showcase their skills, creativity histrionics through the academy and subsequently to the viewers of this country through the creative medium.

The ITA Awards and the GR8! TV Mag. have created its own niche in the entertainment Industry, specially in the TV Industry. The ITA Awards while recognizing the creative talent by confirming the awards also puts responsibility on the winners to perform better each year.

The GR8! TV Mag. with its "CRISPY MASALEDAR" and of course to the point article about TV personalities makes it worth reading.



G Krishnan…

The Indian Television space has witnessed exponential growth in the last decade. The numbers of channels, production houses and viewers have been increasing rapidly. Every industry needs a dedicated platform that reviews the performance and becomes a central point to celebrate every success with. The ITA has done a fabulous job of representing all walks of the television industry.

The ITA Awards have evolved into the most comprehensive and credible awards in the television industry. It has become a calendar event for every television professional and all of us look forward to it. While the awards celebrate the best of our industry on an annual basis – GR8! magazine provides us with information and analysis of our industry on a regular basis. I would like to wish The ITA and Anu and Shashi Ranjan the very best for all their future endeavors. I am sure ITA will launch many more initiatives for the television industry.



Gyan Ranjan Sahay…

The ITA has greatly mattered to the TV industry as this one is the first of its kind which works to bring all the people related to this medium of entertainment together one platform across all channels, production Houses, actors, makers & technicians.. and has achieved to do so..
The ITA Awards is genuine... Getting such honors are always respectful. And are important for every individual working in this medium.

GR8! is the only magazine for Television with such gloss and gives competitions to any of the reputed film magazine.. The actors on television are known by their characters and GR8! introduces the tele people in person/ in real to its readers..



Jaaved Jaffry…

The ITA's 'GR8!' is one of the most respected TV magazines in our industry. They have great content. And their award show is also one of the best we have! Anu and Shashi along with their team are surely doing a great job!



Kanwaljeet Singh…

I don't remember when it first started as it feels it has been there since years. The USP of The ITA is that it's procedure and working is very transparent irrespective of which event they are working upon. Be it The ITA Awards, The GR8! Women Awards, 'beti' Fashion shows or their The GR8! TV Magazine they have always supported and promoted the TV industry. Today their vision that they had ten years ago has come true and the TV industry is no longer the neglected or small. It has helped to raise the benchmark of TV in these years.

I have always tried and attended The ITA Awards not only because they are interesting but also the fact that there is a lot of transparency and honesty in their selection procedure. Basically we don't work keeping awards in mind but it feels good to be appreciated for the hard work you do. And to hold the pretty ITA Trophy is an honour. The GR8! Mag is certainly a very creative approach of Shashi and Anu. I really respect their efforts that they have taken for the TV industry. The magazine is glossy, entertaining and informative as well.
I wish them luck for the future.



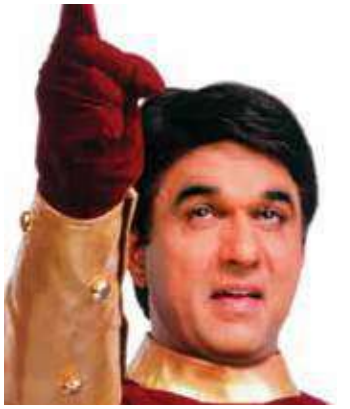
Karan Johar…

The ITA has inspired and pioneered huge support to the television fraternity… their encouragement in the form accolades have moulded and created content for millions of national tele viewers.. their extensive, risqué and reader friendly coverage in GR8!… has glamorised the small screen and given it big status!! More power to an industry that started as a hobby in my life and then went on to be a large part of my identity… The ITA and GR8! Are mother brands of television… More Power to them..



Mandira Bedi…

The ITA is the only academy of its sort in the country that has recognised and documented the achievements and achievers of the television industry. i have been a part of this business for 15 years and never before has there been any academy that has awarded and rewarded people from the world of television.
The awards are every year a glitzy and glamorous affair at par with any of the big film Awards and the magazine is a the only one of its kind to give people the news, views and images of their favourite television personalities. its a wonderful medium to stay connected with ones favourite soap and television personalities.
I have been thrilled to be on the cover of GR8! three times.



Mukesh Khanna…

The Indian Television Academy is dedicated to the TV Industries and its people. It keeps track of all the artists working in TV serials, their work their achievements.

The ITA Awards is one of the very popular awards among The TV fraternity. And is attended by almost all people from the TV industry.



Naved Jaffri…

Just like Boogie Woogie, The ITA too is a first for Indian television. Their award shows have a magnificent splendour. Their magazine too has great quality write ups and has evolved over the years.

Navneet Nishan…



I think it's a great effort. And is is obvious that what The ITA has done for TV industry is commendable as it bought attention towards the Television medium.
Of course both The ITA Awards & GR8! Magazine are very important the TV medium.
For The ITA Awards I would say that everyone love to be appreciated and praised for the hard work, that is what we human being thrive on. The ITA Awards acknowledges the TV actors for the hard work they put in. 10-15 yrs ago, TV was not these developed but today the scenario has changed so, according to me any effort to promote TV is commendable.



Neena Gupta…

A very important thing that The ITA did was the insurance for the workers. The ITA indulges in a lot of social cause events like 'beti', women awards, etc and has certainly managed to bring in a difference in the society. The TV industry has definitely benefited and has grown with The ITA. They have succeeded in bringing up the TV industry on par with the movie industry and it is no longer considered second grade, which is a very big achievement and a boon for the TV industry and the television fraternity.

Well to be frank there is hardly any other medium covering Television as extensively as GR8! TV Magazine while The ITA Awards are of course on of its kind especially designed for the TV fraternity. The awards have given the same appreciation and status to the TV actors as the bollywood actors. The ITA Awards and GR8! TV Magazine both are popular with the TV fraternity not only because there is nothing as in-depth as them for television but mainly because of it's very fair representation.

The ITA a genuine effort of Anu and Shashi that has brought in a change in the mindsets of people regarding the Television.



Niret Alva…

The Indian Television Academy recognises excellence in television and The ITA Awards are in an eagerly awaited event in the broadcast calendar each year. Over the years, the awards have grown in scope and stature! ITA recognition spurs creativity and incites even greater artistic endeavour. The broadcast event itself rates rather well and brings together competitors and peers for the length of a rather magical evening.



Nivedth Alva…

The ITA has helped bring the TV industry closer together. It has help to foster a sense of pride and understanding in our work and provided a platform for the celebration of our talent.

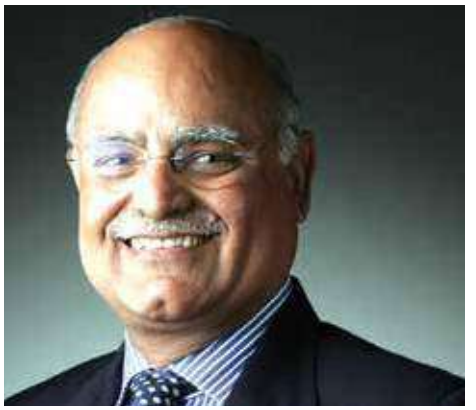
The ITA awards and GR8! celebrate the very essence of our industry. They celebrate pride in our work, showmanship and the constant need to survive towards higher goals. There was a need to showcase our industry to the outside world and create a niche for ourselves in Bollywood, both of which Gr8! has filled.



Pankaj Parashar…

I am glad someone took up the responsibility of representing the humongous television industry in such a professional manner. The ITA awards are now established as a bonafide prime award organisation for the TV industry. Am so glad that ITA is having seminars ans symposiums on relevant TV topics.

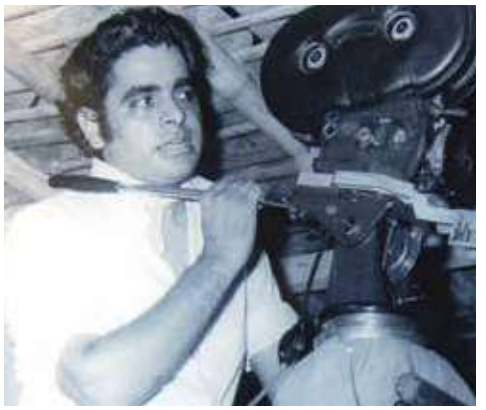
Today we are looking at a TV industry that is actually bigger then the Indian film industry in terms of actual turnover , we needed an organisation to represent the TV industry .Well done Shashi and his better half, Anu.



Prabhu Chawla…

The Indian television industry is as diverse as it is fast growing. With no autonomous regulatory authority, a ratings system that is frequently questioned and programming which ranges from the very conservative to the extremely edgy, we need an independent forum which will set standards. The ITA has done so consistently and it has benefited the industry immensely.

Yes. While the awards allow individuals and organizations to be recognized for excellence, the magazine allows the industry to have a forum of its own, necessary in a nation that for very long believed the only stars who existed were on the silver screen. The magazine is friendly, accessible, and most importantly absorbing.



Prem Sagar…

The ITA has honestly saluted the talent and path breaking efforts of individuals, institutions and corporates in the medium of Television and fraternity of the entertainment industry.
This selfless pain staking effort of ITA has not only encouraged but put higher bench marks to achieve for creative and technical excellence thus becoming the driving force for giant leaps in TV software year after year.

The ITA awards are the OSCARS of Indian Television – Just like the OSCAR is most wanted and important in Hollywood similarly ITA awards are the most sought after and respected in the Indian Television Industry.
GR8 salutes and brings direct contact one to one of the TV fraternity – It is the only of its kind on the Indian Television Horizon ..



Rajan Shahi…

The ITA has contributed in a big way to make Indian Television Industry become global giving it the recognition it deserves. They have promoted all aspects of TV industry in every sense of the word ranging from actors, to technicians to the producers. The ITA awards are absolutely credible. I consider them Oscars of Indian Television industry because they are not only fair and credible but also match the international standards in terms of presentation as well as grandeur. Every year they are the most awaited awards of the year. I appreciate The ITA not only because of their contribution to TV industry but also because the promoters Anu and Shashi Ranjan are involved in various activities like initiating new talent in the industry and also socially relevant projects like Beti. They do everything personally with infectious enthusiasm which is really commendable and the entire industry participates and supports them wholeheartedly.

The ITA awards are the Oscars of Indian Television. They give equal importance to actors as well as technicians and behind the scenes people. They are very fair and unbiased. The best part is that the entire TV industry come forward as one big family in their awards ceremony.

Great magazine is GR8! most credible and most famous Indian television glossy which is popular not only in India but also internationally. The packaging is outstanding and people love to grab it. What makes it unique is that it is not only entertaining but it is also educative to the masses. I read it regularly as it gives a clear insight into the industry and in my opinion it represents the best of Television industry. If there was no Gr8! Magazine and The ITA Awards, audiences, readers, producers and actors would have missed such a wonderful source of entertainment and information.



Rajat Sharma…

The ITA has played a big role in bringing the TV fraternity together. It is the pioneer organization which celebrated the success of the entire television industry. The ITA has also over the years established as a forum for the TV stars.

The GR8! TV magazine is the only magazine that gives Indian readers an insight into the television world and takes them closer to their favourite TV stars. India TV as a matter of policy does not participate in television awards; however the ITA awards have made a place in the television industry.



Rajdeep Sardesai…

The provides an important platform to the TV industry. See the TV industry at times can be very competitive and divided. The ITA brings it together and has contributed immensely.

I take The ITA Awards seriously and I also respect the Awards. The selection of the nominees is very professional and they give a lot of importance to quality. This has also helped to rise the quality of Television and healthy competition has emerged.
For the GR8! Magazine I would just say its an unique venture as I always see films and entertainment everywhere. But never have I found a TV magazine other than GR8!. It has brought the Television into limelight which today is a prominent part of our lives.



Rajeev Mehra…

The ITA has filled a void by giving the television fraternity a much needed platform!

The ITA awards were the first of their kind which awarded excellence in Television! I believe that! The GR8 TV Mag has brought to the forefront the various people associated with this industry who otherwise went un-noticed!



Rajesh Kamat…

I think The Indian Television Academy is a brilliant forum for the entire television fraternity of India to be present on. It is a single point access to information about the television industry in India and has been responsible for streamlining industry operations and providing a common platform for various channels, broadcasters, and everyone in the industry.

The ITA awards have set an important standard as far as award shows go. The fact that these awards are open to popular vote and not decided by a jury make them absolutely fair. The Gr8! TV Mag on the other hand has been a vehicle for us broadcasters to get our voice heard allowing for fair and unbiased coverage of news related to the television industry.



Rakesh Bedi…

I feel that The ITA WAS THE PIONEER IN STARTING THE TV AWARDS in our country because of which the entire Television fraternity could be brought under one roof, their common problems could be solved and lots of their issues could be addressed. The awards also brought in a zeal to do well not only amongst the actors and technicians but also amongst the TV channels as for the first time they also realised that if they excelled their work will be honoured.

THE GR8! magazine is probably the first magazine of the country which is solely dedicated the TV industry only. This effort made the people realize that the TV stars are as important and sought after as the film stars. What I like about GR8! is that it delves more into personalities of actors and their shows and less into the idle gossip..



Ravi Behl…

The ITA is undoubtedly one of the most prestigious award shows we have seen on Indian television. Anu and Shashi have been doing a commendable job for the past 10 years. Kudos to them for bringing out such an extravagant award show as well as the wonderful magazines- The GR8! TV Mag..!!



Sahara Shri Subrata Roy…

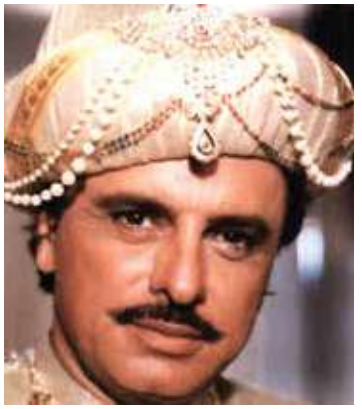
Having been existent for about four decades, the Television in India, besides being one of the most powerful media, has recently emerged as an industry involving thousands of people, in all parts of the country. The ITA has done a commendable work by providing a single common forum to the people of Indian Television industry, and helping in the development of the country's ever-growing and powerful medium.

The endeavours of the ITA in the form of The ITA Awards & The GR8! TV Mag, are a laudable step taken by the academy in the direction of promoting and encouraging the people involved in the Indian television industry. The necessary appreciation and recognition given in the form of the coveted ITA awards, impels the people in the industry to continuously strive towards excellence in their respective areas of work. Besides, The GR8! Mag, having its reach right from the big metros to the small towns, plays an indispensable role in bringing forth the enormous glamour and glitz of the Indian television industry, to the common man.



Sameer Nair…

I have been involved with the Indian Television Academy since its inception…the very first ITA Awards was telecast on Star Plus under my watch. The ITA has been an integral part of Indian Television, and its various initiatives, be it GR8! or The ITA Awards, all contribute to the robust growth of our industry. GR8! in particular is a unique publication, a one of its kind for the television business & fraternity.



Sanjay Khan…

The ITA has done great service to the Television Industry – technicians, artists and makers by recognizing and awarding their talents and encouraging the Television Industry to do their best.

I trust ITA should continue to do their good work along with their sister concern GR8! TV Mag to promote and encourage quality and higher standards of the Indian Television Industry.



Sanjeev Kapoor…

The TV industry has grown in India manifold since the days of Doordarshan. Now there is no dearth of TV channels in all genres. There was always a requirement of a common binding thread, someone to bring them on one platform - a platform for communication, sharing issues, and above all, felicitate the achievers. This has been done aptly and generously by The ITA in the last one decade. It has grown in stature and credibility during this time and it is now a name to reckon with. The ITA has always been contemporary in raising issues and addressing them with all that it takes. According to me, The ITA is living its utility and it is time for it to widen its ambit and take on more issues related to TV industry and TV fraternity in general. Wish them all the best.



Sanjeev Sharma n Vipul Shah...

The ITA launched on 18 July 2001, just around the time our 1st big show KHULLJA SIM SIM was on the airwaves. To have a "special" umbrella for the "television industry" was a unique idea that was welcomed by all. A combination of the award function, symposiums & seminars ITA soon became a common platform for an exchange of ideas that helped to shape the industry.

Awards Functions, glossy magazines ... only Feature Films came to mind when someone mentioned these words. Anu & Shashi Ranjan were amongst the first to realize, that the then burgeoning TV industry had to requisite momentum to be "bigger" than the feature film industry in India. This foresight gave birth to The ITA Awards & GR8! TV Magazine, both of which have become integral parts of our business. The awards recognize & reward talent and excellence whereas the magazine keeps us informed of our colleagues in the business.

Answers are very obvious. Both matter a lot to the TV industry and they are doing a yeoman's service to the industry. All these years we had film magazines with news and views for the TV industry, presented with a big brother attitude. High time that something was dedicated which would justify the size and importance of the TV industry that it holds today. GR8! Mag is an expression of the importance of TV in the lives of the Indian people. Not only is recognition important but also such recognitions pave the way for more success and more experiments by those achievers. And again ITA awards are absolutely parallel to various film awards and it was much needed because in today's time revenues earned from TV industry are very large compared to the film industry.



Shekhar Suman…

Earlier the TV industry was recognized as the poor cousin of movies and did not have as strong the status that it has today. The ITA has helped to consolidate the equal, parallel status of the television. In earlier days TV was considered down market and acting on TV was like stepping down. It was termed as the deadline or dead-end of your career. But The ITA bestowed it with the dignity that it deserved and has enormously helped to bring up the TV industry on par with Bollywood. More over with the top Bollywood actors on TV, the fine line dividing TV & movies is vanishing and it won't be wrong to say that it is primarily because of ITA as it has actually understood the significance of TV and supported & promoted it.

Well all actors need the assurance that they are being liked and their work is being appreciated. There were no awards for the TV actors but they too needed to be awarded and rewarded for their hard work. This is what ITA understood and they came up with The ITA Awards for the TV fraternity. The ITA Awards are one of the most awaited awards for the entire TV industry. And for the GR8! TV Magazine I would just say it is am honest representation of the whole TV industry and fraternity. It bridges the gap between the audience and the stars. GR8! TV Magazine has everything from the glam quotient to the interesting interviews of actors and creativity in covering the various shows on varied channels.

Anu and Shashi should really be applauded for conceptualizing The ITA and putting in their sincere efforts.



Shyam Benegal…

I am very happy to read that The ITA has completed 10 years and is going to celebrate its 10th Anniversary this year. The Indian Television Academy has fulfilled an extremely important need felt by the Television Industry. The Academy has not simply rested on its laurels by creating facilities for training but has encouraged quality of programming by instituting the ITA Awards which now are coveted for being the definitive awards in the Industry.

Then there is the GR8! TV Magazine which offers information and news of the Industry, the new shows on the anvil, and on the stars and rising stars of the television industry. All in all the Indian Television Academy has done yeoman service to the Indian Television Industry. My best wishes on its 10th Anniversary with the hope that it will grow from strength to strength in the coming years..



Siddharth Kak…

The Indian Television community needs a forum, not only to recognize excellence but also to promote it through training, conferences and seminars as well as provide a platform for conflict resolution and building ethical values in the media and ITA has made important efforts in that direction..

The ITA awards I believe is the Filmfare of Television, the awards have grown every year since inception. The Awards have opened a new dimension of healthy competition in the television fraternity. The Magazine opens the world of television not only to the common people but also to the film world. It gives the actors an opportunity to speak about themselves and let the people now who they really are.



Tabussum…

The ITA has really mattered to the medium and the fratertinity as it carried both secitons together for their fast growth since last ten years.The ITA awards are the first television awards which gave T.V. actors the position of superstars to the comparision of Bollywood superstars.

As far as the Press Media is concerned GR8! is really great as it has made a mark in ten years which even magazines like Filmfare, Star& Style, Stardust & Screen have not made in the last 25-50 years.



Vikram Chandra...
I think it is great to have credible awards that everyone can look forward to. I truly treasure The ITA awards that I have won for anchoring and for the Big Fight..
Industry members look forward to recognition from their peers and from the experts on the jury. Everyone eagerly anticipates The ITA awards every year..



Simi Garewal…

I remember I met Shashi Ranjan a decade back, when he told me they wanted to institute an Academy solely to celebrate the talent in the TV industry. He asked me what I thought about it. I shrugged..'There's no point Shashi unless the awards are completely credible'. He looked me straight in the eye and said, 'I promise you - they will be completely credible.

Shashi n Anu kept to their word. Today The ITA is the only credible body that caters to, awards, and represents the most powerful medium in India – television.
Having been a recipient of the 2003 Best Anchor Award for my talk show 'Rendezvous with Simi Garewal' – I know how good it feels to be recognized by the academy!
The fact that there is no equivalent to The ITA is also a major achievement!
I applaud you today, Anu & Shashi Ranjan, for your unstinting dedication and commitment to your goal – as I congratulate you on a 'PERFECT 10'!

The GR8! TV Mag is also the only magazine truly dedicated to the works and the people involved in the vast television industry. It is read not only by the TV actors, producers, directors and fraternity of the TV world, but also by advertisers, corporates and the millions of TV buffs in India. As television's power increases – so does the written word of GR8!