

# UTV Television broadening its fiction and non-fiction base

UTV Television has aggressive plans with regards to both fiction and non-fiction shows. Currently on air are UTV Television's *Dor-Maayke se Bandhi* (STAR Plus) and *Date Trap* and *Love Lock Up* on UTV Bindass.

*Dor* happens to be the first Maharastrian show on STAR Plus. Santosh Nair, CEO of UTV Television says, "*Dor* is a remake of a very successful Tamil show *Kolangal* telecast over Sun TV. The story fitted the Maharastrian sensibilities and also importantly STAR Plus as a platform didn't have a Maharastrian story." Avni, the protagonist of *Dor* wants to support her mother post marriage by continuing to give her salary to her.

In *Date Trap* you set up your friend on a prank date. On being asked the feedback on *Date Trap* and whether he'll be making more dating-based reality shows, Nair replied, "*Date Trap* as a concept is youth centric but our research says that it is loved by everybody. We are working on some formats

which are still in the development stages but I would like to talk only when the time is right."

Nair was asked on what he had to say on suspicions that *Love Lock Up* is scripted and encourages voyeurism. He answered, "None of our reality shows are scripted. The couples who come on *Love Lock Up* believe that this is their last and only available option at giving their relationship a serious last chance. About voyeurism, viewers watch a show only if they get something out of it. Besides voyeurism, viewers need other take-aways from a show. Their take away could range from identifying with characters on the show or the issues highlighted."

UTV Television is also in the process of launching a Hindi remake of *Metti Oli*, the famous Tamil drama directed by Thirumurugan on SONY TV. Says Nair, "Produced by Cine Times in 2002, *Metti Oli* is a beautifully woven story of a father and five daughters. I must



mention that the finale episode of *Metti Oli* tracked an unheard record ratings of over 40 TVRs and it still holds the record. We are doing the show for SONY TV and the auditions are currently on. We will keep the original soul but will add on Hindi sensibilities wherever needed."

About UTV Television's future plans Nair says, "On fiction space, we have started work on two shows for leading Hindi GECs (different channels), a couple of regional shows (Marathi and South Indian). On the non-fiction space we are on development stages with two Hindi GECs and three shows for Bindass and a few more are in pipeline."