

"Law is my profession, protecting the innocents is my passion,

Bringing the culprit into purview of law is my life's vision"

UTV presents a new show – *Advocate Arjun* on

Udaya TV

Bangalore, Friday, 03 June, 2011: UTV, known for creating landmark television shows, announced the launch of their new production venture - *Advocate Arjun*, a courtroom drama series, on Udaya TV. Starting 11th June, the show will be aired every Saturday at 9 pm on the channel.

Advocate Arjun follows the life of a righteous yet witty criminal lawyer who takes it upon himself to save the innocent. The lawyer, who has the ability to get his clients out of the tightest of situations, takes the viewer through a range of exciting and thrilling court-room drama series in his fight for the justice.

Advocate Arjun will be played by popular TV star Rajesh, a well known face in the television fraternity with renowned actors making an appearance during the course of the serial. The show is written and directed by Sudhakar Saaja of *Kurigalu Saar* fame with Guru Prashanth Rai of *Karanji* fame as the director cinematography, Giri Babu as the editor and internationally acclaimed Ricky Kaje as the music director.

"Advocate Arjun is different from traditional serials, It has exciting photography, narration style and special locations as per the story demands, making it a very exciting program for the viewers of Karnataka" said executive producer Jagadish Patil.

Santosh Nair, CEO TV Content – UTV, said "We are committed to reaching out to their audiences through interesting concepts. Post the success of *Ratha Saphthami*, *Prerana* and *Deal or No Deal*, we are now producing *Advocate Arjun*, a gripping and thrilling drama packed storyline and excellent cast. This show reiterates our effort to bring high production value, quality and content that will give a completely different feel to the audiences."

About TV Content – UTV

Creating landmark television properties that became household names and were benchmarks for unique entertainment content, UTV gave India its first daily soap *Shanti* (1994) and the very first reality game show -*Saanp Seedi* on Zee TV (1992). The television content house has conceptualized a number of popular television shows like *Dance India Dance (Season 1)* on Zee, *Emotional Atyachaar* on Bindass, *Rakth Sambandham* on Sun TV, *Rakta Saphthami* on Udaya TV and is planning an aggressive slate of both the fiction & non-fiction programmes across leading channels in the Hindi as well as regional space. With programming that is aired in 20 countries in 7 languages across 27 channels and a library of over 5000 hours of content, the business branches out into three well-established verticals – Airtime Sales, Dubbing and Content.

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