



## **‘Taarak Mehta ka Ooltah Chashmah’ – a hit with the viewers!**

### **India’s most watched family comedy series only on SAB**

*Mumbai, November 20, 2008:* ‘Taarak Mehta ka Ooltah Chashmah’, the superhit family comedy which airs on SAB at 8:30 pm every Monday to Thursday, prides itself at being a comedy series that gives meaningful insights into relationships, in a manner which is laced with humor and aimed at keeping families together. The show which is based on popular stories written by Taarak Mehta brings laughter into the lives of the viewers every night. Famous for his positive and extremely simple take on seemingly complex situations of daily life, Mr. Taarak Mehta is a popular Gujarati columnist and writer and is respected in the world of literature.

‘Taarak Mehta ka Ooltah Chashmah’ has been successfully spreading laughter and cheer directly to the audience since its launch four months back. The ever lasting social message of unity in diversity is positively brought out in the daily series which has been readily accepted by the viewers.

The show has been creating waves across the country with the crazy antics of ‘*Dayaben*’ (Disha Wakani) that makes the life of ‘*Jethalal*’ (Dilip Joshi) a living nightmare. Jethalal’s very own problem solver, marriage counselor and helpful neighbour all rolled into one - ‘*Taarak Mehta*’ (Shailesh Lodha), continues to awe the audience with his imaginatively simple antidotes to tricky problems. ‘*Gokuldham Co-operative Society*’ which is the crux of all the fun and mayhem brings life to the imaginative world of the renowned writer ‘Taarak Mehta’.

Speaking on the excellent performance of the show, **Mr. Anooj Kapoor - Business Head, SAB**, said “Today’s times are filled with economic turmoil and stress. SAB promises to lighten the minds of its viewers in such times of tribulation with its innovative and positive programming. ‘Taarak Mehta ka Ooltah Chashmah’ is currently the most watched family comedy show on Indian television today and is also being compared to cult shows of the past like ‘Office Office’ and ‘Wagle ki duniya’. As India’s first family comedy channel, we want to continue bringing the quirky and humorous troubles of Jethalal and all the unique characters of the show to millions of viewers across the globe.”

With a regular dose of catastrophic chaos on all the society members in the form of '*Tapu*' (Bhavya Gandhi) who plays 'Jethalal's' son along with his gang of friends, the Mehta family has the viewers of this topical comic series in sheer splits.

So, don't miss your daily bout of happiness every Monday to Thursday at 8:30 pm in 'Tarak Mehta ka Ooltah Chashmah' only on SAB.