

A Poignant Love Story from SAGARS

Jo Ishq Ki Marzi Woh Rab Ki Marzi

On ***Sahara One***

from ***March 9, Monday to Friday at 8:30 pm***



Neil Bhatt as **SUMER** and Neha Marda as **SUNAINA**
in '**JO ISHQ KI MARZI WOH RAB KI MARZI**'

Mon-Fri at 8.30 pm

Only on SaharaOne Television



The Sagar Parivaar may have become masters of mythology but its first Love – Romance - has never diminished. Remember the classic love stories that were told on the big screen by Dr. Ramanand Sagar in such enjoyable movies as Arzoo, Ankhen, Geet, Lalkar, Charas, Bhagawat etc.?

The diversion to television and the success of numerous mythological serials have made the Sagar banner synonymous with mastery in the genre of mythology. While the production house continues to enjoy enviable success with its mythologies on various channels, the family returns to base with a soap centering on a poignant love triangle titled ***Jo Ishq Ki Marzi Woh Rab Ki Marzi*** which will begin its run on ***Sahara One*** from ***March 9, Monday to Friday at 8:30 pm***

As the title itself suggests, the story is about the role of destiny in the coming together of three protagonists who see Love as a precious gift from the Almighty.

“It is a very earthy love story” says Anand Sagar, who produces the serial along with Subhash Sagar and Prem Sagar.

The story unfolds in a rural setting in central India in the 19th century. The three main characters and their relationships are traced from childhood to adulthood. The twists and turns, the good and rough times in the course that the love story takes provide the dramatic interest. The presence of a fourth character – a nomadic, gypsy character adds spice and suspense to the development of the plot and the episodes.

“It should be appealing to viewers because we have set the drama in the period when Zamindars ruled over villages. The conflicts and the ups and downs in the lives of the lovers have a raw emotional appeal. It is a change from the sophisticated urban dramas we see on television nowadays” opines Shakti Sagar who co-produces the serial with Jyoti Sagar and Shiv Sagar.

The narrative begins with the childhood of the three characters. The two boys and the girl are shown as friends who spend most of their time together playing and interacting with the elders in the village. As they grow up it becomes apparent that the girl is in love with one of the two boys. The drama takes off from this point.

“We have used picturesque outdoor locations and shot the indoors in our Baroda studio Sagar Film City. We have an appealing title music track and we have inserted songs wherever necessary

“What will touch a chord in viewers’ emotions is the unpretentious treatment of the story. The boy whose love is rejected becomes the third, abrasive angle in the triangle as in the majority of love triangles. The families are also drawn into the progression of the attraction between the two main characters.

“In short, there is strong emotional content to involve the viewers in the developments day after day. And it is not just the gripping plot that will keep the interest alive, the performances are also of a high order,” says Shakti Sagar who has been at the helm of several Sagar hits along with Jyoti Sagar.

The team of Jyoti Sagar & Shakti Sagar has always been a winning team. They scored high TRP's with such successful serials like Ramayan on NDTV Imagine, Hatim on STAR Plus & Prithviraj Chauhan also on STAR Plus. They also came together in the making of ARSLAAN (on SONY Entertainment Television) which had spectacular visual effects and graphics comparable to any such production in the west.

The serial written by C. L. Saini & Mahipal Saini has title music track with words written by Nawab Arzoo and music scored by Lalit Sen. This serial will also have visual effects directed by Jyoti Sagar and brought to the screen by SAGAR POST.