

Applause Entertainment announces new family comedy

Mind The Malhotras follows an urban family with many reasons to be happy, and more reasons to go to therapy



Clockwise from left: Ajay Bhuyan, Sahil Sangha, Sameer Nair, Deepak Segal, Cyrus Sahukar, Mini Mathur and Denzel Smith

Appause Entertainment, the content studio from the Aditya Birla Group, led by media pioneer Sameer Nair, has commenced filming of its new comedy series *Mind The Malhotras*. Based on the hilarious Israeli comedy, *La Famiglia*, *Mind The Malhotras* follows the lives of a perfectly normal urban family with many reasons to be happy, and even more reasons to go to therapy... including their sex lives, complaints, best friends, and of course, the matriarch of the family.

The Malhotras, Shefali (Mini Mathur) and Rishabh (Cyrus Sahukar) live with their three children and Rishabh's mummyji (Sushmita Mukherjee) in Mumbai's upscale Bandra suburb. Even as the series follows a larger arch, each episode is a new therapy session in which they bring up

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—Sameer Nair

the most embarrassing, bizarre, awkward and insane moments that are a part of every family's life.

Sameer Nair, CEO of Applause Entertainment, said, "The premise of the series is very unique, and yet completely relatable with the modern Indian audience. We're excited to have a fantastic cast like Mini and Cyrus, and the wonderful team of Sahil Sangha and Ajay Bhuyan on board for this show."

Sahil Sangha is also co-directing this show along with Ajay Bhuyan. Producer, show-runner and director, Sahil Sangha said, "The trappings of comedy inside a family has been explored many times in the past, but this series takes the subtle quirkiness in the same dynamics up a notch."

TV host-actress Mini Mathur added, "I was able to identify with the character of Shefali almost instantly, and the way Applause Entertainment and Sahil Sangha were seeing this play out, made me absolutely confident that this would be the perfect show for me."

Her co-star Cyrus Sahukar stated, "In today's day and age, the very premise of a show which sees a couple that has three children seek therapy, and recount all the embarrassing and awkward shenanigans that they get up to as a family, makes for hilarious viewing and I was eager to be a part of all the madness!"