

Applause Entertainment announces new dramedy set in the heartland

Media pioneer, Sameer Nair-led Applause Entertainment, the content studio from the Aditya Birla Group, along with DJ's A Creative Unit brings a comedy drama titled, *Mannphodganj*. An adaptation of the book, *Band Baaja Boys* by Rachna Singh, the series revolves around a 22-year-old girl Binny Bajpai, who challenges the customs and traditions in Mannphodganj, a small town near Allahabad (now Prayagraj).

The show is directed by Vikas Chandra and the screenplay is by Amitosh Nagpal. Pranati Rai Prakash who is a model, semi-finalist at Miss India 2015 and winner of India's Next Top Model season 2, plays the role of the protagonist. The series paints a beautiful picture of real families in small town India. When Binny's plan to escape the middle-class life fails, this classic tale of star-crossed lovers becomes a bitter-sweet story of her revenge escapade. Atul Srivastava, Alka Kaushal, Anurag Sinha, Farmaan Khan, Abhinav Anand, Kritika, Aru Krishank and Samar Vermani also play key characters on the show.

Sameer Nair, CEO of Applause Entertainment, says, "Light-hearted, comic family dramas allow us to push the boundaries of storytelling, to get closer to the real issues that



Sameer Nair, Deeya Singh, Tony Singh; Rachna Singh (right)

plague the small towns of modern India. *Mannphodhanj* brings together the perfect combination of a well-written script, a fantastic team of show-runners, Tony and Deeya Singh, director Vikas Chandra, and a wonderfully talented cast of actors.

Tony Singh says, "I always wanted to create such a light-hearted

show and *Mannphodganj* is a beautiful amalgamation of something that is fun, desi and youthful at heart while being real. It was wonderful working with the brilliant star cast, writer and director."

Director, Vikas Chandra says, "I am grateful to Sameer Nair, Applause Entertainment and DJ's for



trusting my vision to direct a show that the audience can relate to. It was great to work with such a gifted cast. I can't wait for the audience to watch it."

Applause Entertainment continues to raise the bar of original Indian digital content with each of its fresh and exciting new series.