

## Most Popular Comedy Sitcom of the 80's now on Shemaroo (Yeh Jo Hai Zindagi)

*Shemaroo Entertainment has released 'Yeh Jo Hai Zindagi' on VCD's - the well known comedy show during the early 1980's which won the hearts of millions. The show was aired on Doordarshan during days when it was the only TV Channel.*

New Delhi,, Delhi, IND, 2007-08-03 19:38:17 (IndiaPRwire.com)

**Shemaroo Entertainment** has released '**Yeh Jo Hai Zindagi**' on VCD's - the well known comedy show during the early 1980's which won the hearts of millions. The show was aired on Doordarshan during days when it was the only TV Channel. Audiences would pack up for home and be finished with their dinner on Friday nights, to be in front of their TV set for watching 'Yeh Jo Hai Zindagi'. Such was the craze of this show. Even after more than two decades, Yeh Jo Hai Zindagi seems to be the best recall among audiences. Yeh Jo Hai Zindagi is a perfect example of an entertainment serial, which can be watched with the entire family and can also be enjoyed by one and all in the family . . . from a little child to the old grandparents. There is little doubt then that; this ought to be a Classic Collector for viewers across.

Hiren Gada, VP Shemaroo Entertainment shares his thoughts, 'Shemaroo is the first to take this plunge of bringing television content into home video entertainment and we are quite excited about this. This kind of television soaps on home video has been a regular trend internationally. In India however, we are testing the waters by letting audiences get in touch with these humourous episodes of yesteryears' most popular 'Yeh Jo Hai Zindagi'. We are definitely looking forward to rejoice this triumph. We have also taken care to technically restore the various episodes of Yeh Jo Hai Zindagi digitally'.

Shemaroo Entertainment has colour corrected the images and improved the picture quality of Yeh Jo Hai Zindagi. Further, we have improved the audio by restoring it for more clarity. In a nutshell, Shemaroo has completely improved its audio/ video quality from the original master of Yeh Jo Hai Zindagi, which was in 'Low Band U-Matic' format. It is now upgraded in a digital format which will enhance the visual appeal of the serial for viewers.

The need to revisit the diverse episodes of 'Yeh Jo Hai Zindagi' seems topmost among audiences, since it was the biggest hit TV show then. Its comical nature, script, dialogues and performance is likely to make viewers reminiscent and rewind the lighter moments of this uproarious show. Needless to say, watching artistes like Shafi Inamdar, Swaroop Sampat, Satish Shah, Rakesh Bedi and Tiku Talsania will certainly be like a breath of fresh air. There is no doubt that fans of this show across India will immerse themselves in a non-stop laughter ride.

*The VCD is priced at Rs. 99/- MRP*

**- END -**

**For more information, Please contact:**

**Harish Sharma**  
MD - H. S. Communication

**Page 1/2**

© Copyright 2006 India PRwire Pvt. Ltd. All Rights Reserved.

India PRwire disclaims any content contained in press releases published on IndiaPRwire.com. Issuers of press releases are solely responsible for the accuracy of their content.

022-26329047, 022-40167550  
098102 34130, 09967788500

You can also visit [www.hscindia.com](http://www.hscindia.com) for more information.