

Viacom18 brings Mohandas Karamchand Gandhi's journey to becoming Mahatma on national television with cine-play 'Yugpurush'

~ 'Yugpurush' to be telecast on 10th November from 9 am IST on COLORS as well as in 6 other languages across the network

~ 'Yugpurush' is the Untold story of Mahatma Gandhi's close association with his spiritual mentor Shrimad Rajchandraji and his transformation from Mohandas to Mahatma

National, 7th November, 2019: The year 2019 marks the 150th birth anniversary of the revolutionary leader Mahatma Gandhiji. Celebrating Gandhi's timeless principles of truth, non-violence, simplicity and self-reliance, Viacom18 is bringing the award-winning play 'Yugpurush' on Sunday, 10th November at 9AM on COLORS, COLORS Marathi, COLORS Gujarati, COLORS Bangla, COLORS Tamil, COLORS Super, COLORS Odia, COLORS Infinity and MTV. The show will also be available on VOOT for the entire day of 10th November.

In order to reverberate the values that Gandhiji imbibed from **Shrimad Rajchandraji** – the great Indian saint, poet, philosopher and spiritual luminary, Shrimad Rajchandra Mission Dharampur has produced a magnificent biographical play, '**Yugpurush- Mahatma's Mahatma**', under the guidance of its founder **Pujya Gurudevshri Rakeshbhai**. This play has been re-created for television in a cine-play format with original dialogues and cast for all 7 languages.

Speaking about the play, **Sudhanshu Vats, Group CEO & MD, Viacom18** said, "*As a media & entertainment network, it is our endeavour to bring every story to its audience and every audience to its story. This is a very special story for all Indians and needs to be told to young India. Gandhiji has motivated generations of people across the world and with 'Yugpurush' we are bringing the story of his journey from being a young barrister to Mahatma.*"

The Play is a heart-touching portrayal of the untold and profound relationship between Mahatma Gandhiji and his spiritual mentor Shrimad Rajchandraji. This theatrical tribute received an astounding response, as it was performed in **312 cities across the world, completing 1062 shows in 7 languages in a short span of 1 year**, running to full houses and standing ovations. The play won several prestigious awards including the Dadasaheb Phalke Excellence Award 2017 for 'Best Drama', the 16th Annual Transmedia Screen and Stage Awards and two distinct entries in the Limca Book of Records. 'Yugpurush' the play was also the first Indian event to be staged at the prestigious Dolby Theatre in Hollywood, LA where the world-famous Oscars Awards Ceremony are held

Mr. Abhay Jasani, President, Shrimad Rajchandra Mission Dharampur, said "*We are fortunate to partner with one of the leading entertainment networks such as Viacom18, that defines entertainment by touching the lives of people through its programmes. The National premier of 'Yugpurush' is one such initiative by Viacom18 that will truly impact the viewers positively.*"

This nationwide telecast, on the auspicious occasion of the 152nd birth anniversary of Shrimad Rajchandraji, will take place on **10th November, 2019 at 9 AM (IST)** on across the Viacom18 network including – **COLORS, COLORS Gujarati, COLORS Marathi, COLORS Bangla, COLORS Super, COLORS Tamil, COLORS Odia, COLORS Infinity, MTV as well as VOOT.** ‘Yugpurush- Mahatma’s Mahatma’ has been specially curated to suit the digital space, making it a visual treat for all ages and cultures.

About Viacom18

Viacom18 Media Pvt. Ltd. is one of India's fastest growing entertainment networks and a house of iconic brands that offers multi-platform, multi-generational and multicultural brand experiences. A joint venture of TV18, which owns 51%, and Viacom Inc., with a 49% stake, Viacom18 defines entertainment in India by touching the lives of people through its properties on air, online, on ground, in shop and through cinema.

About Shrimad Rajchandra Mission Dharampur

Shrimad Rajchandra Mission Dharampur is a global movement that endeavours to enhance the spiritual growth of seekers and benefit the society. With its international Headquarters at Shrimad Rajchandra Ashram, Dharampur, Shrimad Rajchandra Mission Dharampur has 108 centres worldwide.

Shrimad Rajchandra Mission Dharampur is playing a key role in universal upliftment by actualizing its Mission Statement – Realise one's True Self and serve others selflessly.

For more information, please visit: www.srmd.org/yugpurush-national-premiere

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