



bindass presents Pyaar Ka The End – a new side to a relationship

Mumbai, August 6th 2014: This Independence day, bindass, India's leading homegrown entertainment brand that mirrors the lives and aspirations of young India, is all set to present yet another intriguing concept in the relationship space with Pyaar Ka The End. Having seen tremendous success with its earlier offerings in this genre, the show will bring forth an important manifestation of a relationship through an engaging narrative that will appeal to the youth of today.

The young minds of today are constantly grappling with early stints in romance and love. Often pressured by their own insecurities, they end up at a crossroad, forcing them to face tough realities and instigating them to take extreme action. The show presents such situations where emotions and anxieties of the youth sometimes lead them astray and commit acts - advertently or inadvertently - that they later repent. It drives home the message that a choice taken at an extremely weak moment can have severe repercussions; impacting the entire nature of the relationship.

Taking on the launch of the show, **Vijay Subramaniam, Vice-President, Content, Media Networks, Disney India**, said, "Pyaar Ka The End is yet another addition to our repertoire of successful shows based on relationships. Each of our shows - Yeh Hai Aashiqui, Emotional Atyachaar and Love by Chance have addressed a very distinctive trait in a relationship which have resonated with our young audiences. With Pyaar Ka The End, we bring yet another fresh and but relevant facet in love, giving a whole new perspective to romance and passion. The show features situations that exist in relationships today while offering a direction to manage complicated situations better, true to our philosophy of being an 'enabler of purposive action'".

Pyaar Ka The End is a weekly series with every episode presenting an underlying thought behind the episode in the beginning. Towards the end, the same thought is delivered as a lesson in life, clearly emphasizing that there is always a way to navigate through the most difficult of situations in a troubled relationship.

The show premieres on Friday 15th August, 2014 at 7:00pm only on bindass

About bindass:

bindass is the first homegrown 360 degree entertainment brand for Indian youth that spans TV, on-ground events and digital. Synonymous with grit, style and success, **bindass** is a brand of purpose and relevance and aims to be an 'enabler of purposive action'. Understanding the pulse of India's largest demographic, the youth is at the core of the brand's DNA. The properties/shows on **bindass** mirror the lives and aspirations of young India which is also reflected in our most recent brand campaign '**b** for change'. Reaching over 60% (Jan14-May14) of Indian youth, **bindass** offers a unique blend of content across genres that appeal to the youth across multiple platforms. The channel is home to the best known home grown youth oriented cult shows and franchises such as *Yeh Hai Aashiqui*, *Emotional Atyachaar*, *Halla Bol*, *Change Ayega Hum Layenge*, *Beg Borrow Steal* and *Big Switch*.

For further information, please contact

Renuka Kalal +91 9930309871 renuka.kalal@disney.com