

Zee collaborates with Nigerian, Ghanaian channels for drama co-production

India's Zee collaborates with Nigerian agency MACE and two Ghanaian channels for a local version of a major drama.



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Deceptive Measures (Pavitra Rishta) – one of the most successful Indian dramas to date, will be re-created by Nigeria's MACE and Multimedia Group-owned Ghanaian channels, Joy Prime and Adom TV.

The drama which will have a 52 x 60-minute first season, will be recorded across Kenya, Ghana and Nigeria, and directed by Uduak Obong. It is one of the first drama exports for Zee.

The program has already travelled across more than 20 countries, and focuses on the young, female breadwinner of a family.

The project is the second co-production in Africa for Zee. Previously, the business' Dubai channel co-produced real estate drama *Khwaabon Ke Darmiyaan*, with the Ivory Coast's RTI. The deal was done via Zee's distribution arm Global Content Hub.

The chief business officer for international ad sales for global syndication and production of Zee Entertainment Enterprises Limited (ZEEL), Sunita Uchil, declared, "It will be exciting to see how they adapt the series into their own identity. With this,

we mark our foray in creating local programs for local audiences. We also look forward to creating more partnerships throughout this continent.”

Source: <http://nextvafrica.com/>.

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