



'bitto Ek Sawal contest'

~SaharaOne's bitto announces Mega Contest for its viewers~

SaharaOne Television's new show 'bitto' brings a unique opportunity for its viewers to win fabulous prizes through '**bitto Ek Sawal contest**'. This **contest** has begun on **SaharaOne Television from Monday, May 24 and will unwind on Friday, June 4. Viewers will find the answers during the episode between 8.30 p.m to 9 p.m.**

'**bitto Ek Sawal contest**' will pose a question to its viewer's in every episode, Mon-Fri related to the show and the answer will be hidden in that same episode. **Viewers participating in the contest can send their answers of that days episode through SMS by typing bitto option <1a> <1b> or <1c> and send it to 59090 till 8 p.m the next day.** There will be **2 winners announced everyday** and the **winners will get prizes ranging from LCD TV to microwave oven.**

SaharaOne's Bitto is set against the backdrop of social discrimination in a village in Uttar Pradesh. It depicts the tyranny inflicted by the upper castes on the lower castes. Bitto (Pallavi Gupta) is a young simple village girl with simpler dreams of having a happy and secure home and family. Unlike her sister Rajjo (Vandana Lalwani) who has a fiery temperament, 'Bitto' is shy and timid and lives in a village that has clear demarcations between the lower castes and the upper castes. The members from the lower caste are subjected to discrimination and vicious atrocities by Bade Thakur (Vaquar Shaikh) who represents the upper caste and is the gram pradhan of the village. Bitto shares a close bond with her sister Rajjo and fears for her. Bitto sees the cruelty that Bade Thakur unleashes around her on her people. Whether Bitto succeeds in defying the regulations set on her and her community for deriving a respectful living is at the heart of the narrative.

So viewers don't miss the opportunity to win grand prizes as SaharaOne Television's **bitto** gives you an opportunity to win grand prizes everyday through its '**bitto Ek Sawal contest**'.

Keep Watching SaharaOne to win exciting mega prizes.