



Amazon miniTV announces India's biggest weekly comedy show featuring top Bollywood stars – Case Toh Banta Hai

July 14, 2022

Riteish Deshmukh dons the lawyer's coat in the comedy reality show – Case Toh Banta Hai, only on Amazon miniTV

India's first court of comedy featuring top Bollywood stars will enthrall audiences from July 29, and stream absolutely free on Amazon miniTV, on the Amazon shopping app and Fire TV



## AB COURT MEIN KHULEGI COMEDY KI DUKAAN!



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**MUMBAI, July 14:** Amazon miniTV, Amazon's free video streaming service, today announced its marquee title – **Case Toh Banta Hai**, in collaboration with Noise and Campus. Produced by Banjray Asia, this one-of-a-kind weekly comedy show will feature some of the country's most loved personalities like Riteish Deshmukh, Kusha Kapila and Varun Sharma.

Case Toh Banta Hai, India's first court of comedy, will see Riteish – Junta ka lawyer, level the most bizarre and hilarious allegations against some of the biggest personalities of Bollywood, who will be defended by their lawyer Varun. The fate of these guest celebrities will be decided by a judge played by Kusha, whose final word will prevail. Adding a new dimension will be witnesses who will be seen in various avatars. This coupled with Riteish's signature style as an entertainer and his prowess in the craft of comedy will thoroughly enthrall audiences at large.

"Catering to Bhansat with youthful and compelling stories, Amazon miniTV has constantly strived to learn from its viewers and delight them. We've had a remarkable journey with multiple webseries and award-winning short films including Crushed, Adulging, Udan Patolas, Shinnay, Yatri Kiya Dhiyan De and Ishq Express to name a few, which our viewers have appreciated. We are proud to partner with Banjray Asia and are thrilled to bring on board the best of Bollywood in Case Toh Banta Hai. Hundreds of millions of Amazon customers from all parts of India will be able to enjoy this show every week for free!" said **Girish Prabhu**, Head of Amazon Advertising.

"This is by far the most-awaited case of my life! I can't tell you how excited I am. Varun, Kusha and I had the time of our lives shooting for this show, and Case Toh Banta Hai is a labour of our love. The show has everything you can ask for – laughter and loads of fun moments that will keep the entertainment quotient sky high. I am sure audiences across India will not stop laughing!" said **Riteish Deshmukh**.

"We at Banjray Asia find it immensely gratifying to bring content that is unique, different from what we've done before. Case Toh Banta Hai is an innovative comedy format – it's larger-than-life, light hearted and impromptu, and we are delighted to partner with Amazon miniTV to bring it to the world. We look forward to the reaction of viewers across the nation and deciding for themselves if indeed Case Toh Banta Hai!" said **Deepak Dhar**, Founder & CEO, Banjray Asia.

"At Noise, we strongly believe in encouraging people to listen to their inner noise and do better in life by empowering them with cutting-edge technology. We are always on the lookout for avenues which help us amplify this vision, and our partnership with Amazon miniTV as the title sponsor for Case Toh Banta Hai, is a step further in this direction. The show will bring together the best of both worlds – Bollywood and comedy, in an innovative way and would allow us to engage more people," said **Gaurav Khatri**, CEO & Co-Founder, Noise.

**Prem Aggarwal**, CMO, Campus added, "Campus Shoes always puts impetus on bringing fashion forward shoes for the Indian market. We are glad to collaborate with Amazon miniTV, to enable us in communicating our brand vision across India."

Case Toh Banta Hai will premiere exclusively July 29 onwards on Amazon miniTV – on its shopping app and Fire TV, with new episodes releasing every Friday. Toh, mukadma jaan karein?

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