

COLORS clicks refresh on love in the age of digital scams with its primetime drama 'Do Duniya Ek Dil' @ 09:00PM



~ Starring **Vikram Singh Chauhan as Shivaay**, **Rachi Sharma as Aadhya**, and **Sudhanshu Pandey as Baldev Sharma**, **'Do Duniya Ek Dil'** is a contemporary love story set between the offline heart and the online world. It premieres tonight and airs Monday – Friday at 9:00 PM only on **COLORS** and **JioHotstar!** ~

~ In one-of-its-kind initiative for the show, **COLORS collaborated with the Ministry of Home Affairs' Indian Cybercrime Coordination Centre (I4C)** to spark digital awareness and encourage viewers to report fraud via the helpline **1930** and **cybercrime.gov.in** ~

Mumbai, 9th March, 2026: In a world where everything is just a click away—shopping, dating, connection, and even fraud—life plays out between screens and real-world moments. Love may begin in DMs, but truth shows up without a filter. Set against this divide between the online and offline worlds, **COLORS** presents **'Do Duniya Ek Dil'**, a gripping love story of opposites that explores the pull of virtual validation against the weight of real emotion, where digital personas collide with real-life consequences. Produced by **SOL Productions**, the show stars **Vikram Singh Chauhan** as Shivaay, **Rachi Sharma** as Aadhya, and **Sudhanshu Pandey** as Baldev Singh. **'Do Duniya Ek Dil'** premieres tonight and airs Monday to Friday at 9:00 PM exclusively on **COLORS** and **JioHotstar**.

At the heart of this drama is **Shivaay**, a sharp, self-made tech entrepreneur from the city of Kannauj, who once believed the internet could change lives for the better, until a single scam wiped out his hard-earned savings and shattered his faith in the digital world, pushing him to walk away from screens and seek something real. In complete contrast is **Aadhya**, a magnetic social media influencer who lives for reels, reach and relevance, where visibility is power, and the online world is home. When fate brings them together, sparks fly and love blossoms—but Shivaay is unaware of one life-altering truth: Aadhya is the daughter of **Baldev Singh**, Agra's most formidable builder, whose influence dominates the city and looms large over Shivaay's life. In the backdrop of the timeless heritage of the **Taj Mahal**, the romance unfolds amidst grandeur, ambition, and high-stakes drama. As passion deepens and secrets come to light, **'Do Duniya Ek Dil'** weaves a compelling tale of love and conflict, navigating the fragile line between the online world of curated identities and the offline world of unfiltered reality.

Reflecting this central theme, COLORS has partnered with the **Indian Cybercrime Coordination Centre (I4C) to launch a first-of-its-kind cybercrime awareness campaign woven into its new show 'Do Duniya Ek Dil'**. On-screen alerts will direct viewers to report cyber fraud by calling 1930 or visiting cybercrime.gov.in. On-ground and digital activations recreate the emotional triggers scammers exploit — urgency, curiosity, trust — to give audiences firsthand recognition of real threats. A series of awareness films tackles India's most prevalent scams: OTP fraud, impersonation, malicious links, and more, arming viewers with practical tools to stay safe.

Alok Jain, JioStar spokesperson, said, 'At COLORS, storytelling has always mirrored the realities of the world we live in. Do Duniya Ek Dil reflects the complexities of our increasingly digital lives, and through this story we wanted to raise awareness around the prevalent scams in our society. At the same time, the show is deeply rooted in authenticity. Through our storytelling and visuals, we are also bringing the essence of Kannauj to our viewers from its culture and streets to the legacy of its world-famous ittar allowing audiences across the country to experience the soul of this historic city on screen. By seamlessly integrating helpline information and awareness initiatives with a powerful entity like the Indian Cybercrime Coordination Centre (I4C) into the fictional world, we are creating an impact that extends far beyond the screen. As one of the leading Hindi General Entertainment Channels, we believe that trust comes with responsibility. When entertainment both informs and engages, it has the power to drive real change.'

Nishant Kumar, Director, I4C said, 'Cybercrime is no longer distant or technical; it's an everyday threat. A single click can compromise finances, dignity, and trust, but it can be countered through continuous alertness. When entertainment embraces social responsibility, it shapes real-world behaviour. We are delighted to know that COLORS, a platform that reaches millions of households across the country, is launching its new show Do Duniya Ek Dil to drive meaningful awareness against cybercrime. We urge everyone to stay alert in the online world and report suspected fraud immediately at 1930 or cybercrime.gov.in — swift action makes all the difference.'

Vikram Singh Chauhan (Shivaay) said, 'Shivaay believes honesty is non-negotiable. He wants something real in a digital world that constantly edits reality. I have a strong feeling that countless people across Indian households will relate to him. His story captures a reality that so many families have faced or feared—scams, misinformation, and digital exploitation don't just steal money; they steal peace of mind and create trauma. Shivaay is a poet at heart, someone who enjoys staying present and feeling emotions rather than chasing attention. But everything he has resolved is challenged by Aadhya. Viewers will experience a high-voltage love story that questions whether romance can survive in an age obsessed with attention.'

Rachi Sharma (Aadhya) said, 'There's been a massive boom of influencers, and Aadhya belongs to that world organically. She understands the algorithm, the currency of likes and visibility. But people often judge her generation harshly. The truth is that for many young people today, the digital space is where they discover their own voice and financial independence. For Aadhya especially, it's also personal—she comes from a dysfunctional family, and the online universe becomes her escape. What she isn't prepared for is a love that makes her forget her phone, her feed, and her need for validation. Viewers will experience the electric chemistry of two people with completely opposite ideologies trying to make love work.'

Sudhanshu Pandey (Baldev Singh Chauhan) said, 'Baldev is someone who understands the system a little too well and knows how to operate within its grey areas. What makes him particularly unsettling is that he doesn't see himself as wrong, he genuinely believes he's simply playing the system better than everyone else. But there's also a deeper history that has shaped the way he thinks and the choices he makes. As the story unfolds, viewers will gradually discover what led him to become the man he is, and I think that journey will be very interesting to watch.'

Pyaar ne bheja hai notification... Par villain ki beti ke saath, kaise judega connection? Watch 'Do Duniya Ek Dil', premiering tonight and airing Monday – Friday at 9:00 PM only on COLORS and JioHotstar.

About 'COLORS':

COLORS is a prominent Hindi general entertainment channel within the JioStar network. Launched on July 21, 2008, the channel offers a rich blend of emotions and variety, delivering content that resonates deeply



with its viewers. From fiction and format-based shows to reality TV and blockbuster movies, the channel offers varied 'Jazbaat Ke Rang'. COLORS is dedicated to promoting cohesive viewing, through shows such as Mangal Lakshmi, Mannat Har Khushi Paane Ki, Seher Hone Ko Hai, Aarambhi, Tu Juliet Jatt Di, Mahadev & Sons, Naagin, Dhamaal with Pati Patni Aur Panga, Laughter Chefs Unlimited Entertainment, Bigg Boss, and Khatron Ke Khiladi amongst others.