

# New daily drama *Imbewu: The Seed* set to break local television boundaries on e.tv

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**Family secrets and treachery:** *Imbewu: The Seed* is a compelling and ground-breaking new daily drama set to premiere on e.tv in April 2018. The drama series focuses on the ties that bind families through blood and spirit, asking sobering and controversial questions that are relevant to all South African cultures.



*Leleti Khumalo will star in Imbewu: The Seed set to premiere on e.tv in April 2018.*

Starring the iconic Leleti Khumalo, who is also an Executive Producer, *Imbewu: The Seed* is set in Durban and KwaZulu-Natal, with a storyline that spans from the most-affluent parts of Umlazi and to the humblest street in eNquthu and the township of Chatsworth. A deep and unspoken truth, representing the cultural legacy between two brothers, is at the centre of the series' captivating plot. Showcasing local talent at its best, *Imbewu: The Seed* will see up-and-coming performers ply their craft alongside legendary actors.

The cross-cultural drama series is produced by Grapevine Productions, a joint venture between Videovision Entertainment, Word Of Mouth Pictures and Luyks Productions. Anant Singh from Videovision Entertainment and Duma Ndlovu from Word Of Mouth Pictures will be at the helm of the production of the show. Singh's international recognition is overwhelming with

credits that include the films *Mandela: Long Walk To Freedom*; the Oscar nominated *Yesterday* and *Sarafina!* both of which starred Leleti Khumalo. South African audiences are very familiar with Ndlovu's work. Having produced successful local soapies and drama series, Ndlovu's name has become synonymous with excellence on the small screen.

Anant Singh states that *Imbewu: The Seed* will be in a class of its own, "*Imbewu: The Seed* reflects the multi-cultural environment which makes Durban and the province of KwaZulu-Natal unique. The show has the ability to cross the cultural divide and promote social cohesion in South Africa, showcasing a hybrid of cultures in South Africa today. We are extremely excited to be embarking on this amazing television series in KwaZulu-Natal with our partners, e.tv." says Singh.

Duma Ndlovu explains his excitement about the crossover of cultures that will be represented in the show. "We, as storytellers, are very excited for this opportunity to tell an authentic South African story. I am excited to be partnering with Anant Singh and Leleti Khumalo as we prepare to give South Africans a new and unique story. In South Africa, we have not yet had the opportunity to see Indians and Africans come together to tell a story with a social cohesion message and *Imbewu: The Seed* will deliver this to audiences." says Ndlovu.

GM of e.tv Local Content Ziyanda Mngomezulu is confident viewers will love what they see on *Imbewu: The Seed*. "One of e.tv's commitments in 2018 is to invest in provinces beyond Gauteng. KwaZulu-Natal is the country's fastest-growing province with a strong focus on the entertainment industry. We are honoured to be partnering with film, television and theatre greats in Anant Singh, Duma Ndlovu and Leleti Khumalo, from the newly formed Grapevine Productions, and look forward to presenting viewers with a fresh reflection of KZN that is all encompassing". says Mngomezulu.

*Is it possible to be related by blood and not be family? Can people who share no blood connection be family?*

More information on the talented local cast and premiere date for *Imbewu: The Seed* will be announced in due course.

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