

Nikki Ray

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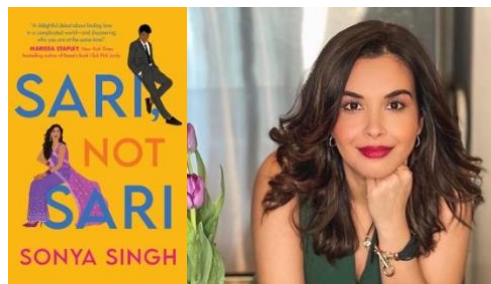
## Nikki Ray Media Agency Adds Bestselling Novel *Sari, Not Sari* to Growing Scripted Slate

– Nikki Ray options Toronto-based author Sonya Singh’s smash-hit debut novel *Sari, Not Sari* for scripted series to be developed with writer –

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Toronto, ON (January 17, 2023) – [Nikki Ray Media Agency](#) is optioning the rights to [Sonya Singh’s](#) bestselling debut *Sari, Not Sari*. Nikki Ray will develop the story into a scripted series with Singh on board to write and produce. The fresh, swoony, laugh-out-loud rom-com follows the adventures of a woman trying to connect with her South Asian roots, while finding love in the process.

The debut novel became an instant fan favourite, a selection for [Good Morning America](#) on their highly anticipated monthly reading list and a long-running Canadian bestseller on the *Globe and Mail*, *Toronto Star* and Chapters/Indigo fiction and romance lists. *Readers Digest* also called it “one of the most talked-about titles of 2022.”



Author Sonya Singh

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“*Sari, Not Sari* is a compelling story that is equal parts joyful humour, heartwarming romance, and exploration of cultural identity,” said Tanya Linton, Co-CEO and Executive Producer, Nikki Ray Media Agency. “Sonya Singh is an amazing storyteller who has created a world that is engaging, entertaining and so much fun. We can’t wait to work with her to bring it, and her cast of colourful characters, to life on screen.”

*Sari, Not Sari*, is an ode to Singh’s personal dating experiences. The novel follows Manny Dogra, the beautiful young CEO of Breakup, a multi-million-dollar company specializing in relationship breakups. As occupied as she is with her business, Manny is also planning her own wedding and dealing with the recent loss of her beloved parents, while experiencing an identity crisis that sparks a desire to connect to her South Asian heritage.

The novel was heralded as the “quintessential breakup companion,” by [Toronto Star](#) and dubbed Singh “a writer to watch” by [Publisher’s Weekly](#).

The deal was arranged by Carolyn Forde at Transatlantic Agency.

Nikki Ray, known for its unscripted international hit series such as [The Big Bake](#), [Great Chocolate Showdown](#) and [Fire Masters](#), recently expanded into the scripted space with the acquisitions of Laurie Petrou’s darkly compelling coming-of-age literary thriller [Stargazer](#), Jennifer Robertson’s real-life thriller [Bitcoin Widow](#), and Dean Jobb’s true-crime novel [The Case of the Murderous Dr. Cream](#), which are currently in development. Nikki Ray also completed four TV romance movies titled *The Love Club* which will premiere on W Network next month.

#### **About Nikki Ray Media Agency**

[Nikki Ray Media Agency](#) is a production company that prioritizes people and originality. Love what you make. Love where you work. We create new things, and those things are enjoyed all over the world. We make lifestyle series, factual series, scripted series and more. Always original. Always exceptional. Always created by extraordinary people. [nikkiraymedia.com](http://nikkiraymedia.com)

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#### **For more information:**

Amy Doary, ADPR, 416 710 6079, [amy@adpr.ca](mailto:amy@adpr.ca)