

ITVX acquires comedic drama 'The Effects of Lying' for UK

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From independent production company Bonaparte Films

**** launching 6 July****

ITVX has acquired The Effects of Lying, the debut production for independent production company Bonaparte Films, launching on 6th July. A comedic drama with real heart that brings a refreshing South Asian representation to our screens, directed by Isher Sahota (Grace, McDonald & Dodds) and produced by Jon Tarcy (Life in Black).

Delightfully chaotic, The Effects of Lying follows dutiful husband and loving father Naveen (Ace Bhatti), whose life falls apart over a series of shocking events taking

place over the course of just one day. Decades of festering secrets are finally exposed and Naveen is forced to face up to some home truths.

Leading the cast is Ace Bhatti (Bohemian Rhapsody, Line of Duty), Laila Rouass (Holby City, Spooks), and Lauren Patel (Everybody's Talking About Jamie), alongside Navin Chowdhry (The End of the F***ing World, Our Girl), Shaheen Khan (Bend it Like Beckham) and Mark Williams (Harry Potter). James Hey (Doctors) has written the script.

Naveen (Bhatti) has lived his life by the book; he's a loyal husband and loving father. He's sacrificed everything for his family, but today is going to be different. After finding his teenage daughter Simran (Patel) secretly gorging and his dissatisfied wife Sangeeta (Rouass) in bed with his brother (Chowdry), lies come pouring out and the truth is uncovered.

Naveen must now get to grips with the key relationships in his life that he bases his identity on. What is he, if not a husband, a father, a brother? He's allowed himself to be passive too long, pushed around by the currents of other people's whims and desires. He must learn to take responsibility for his own life and his own happiness.

Ace Bhatti says about his character: "Naveen is a man who tries to do right by his family. He's trying so hard to keep his fractious family together, but within 24 hours he learns three very deep, very dark secrets that break his life apart. By lunchtime, his whole life is shattered...and he has to learn very quickly how to deal with that on an emotional level."

Laila Rouass speaks about Sangeeta, "Sangeeta finds herself trapped and disappointed that her life has taken the route it has. We find her at a real crossroads and I think a lot of women can relate to someone like her - a reflection of the opportunities you didn't take. This film meant a lot to us and the opportunity to do something where everyone's united in the reason they're doing it. For me, that's where the magic lies in this movie."

Bonaparte Films' Jon Tarcy and Isher Sahota said, "We're thrilled to partner with ITVX on this exciting journey. "The Effects of Lying" is a relatable, hilarious and heart-warming film, so we are delighted the show has found its home on ITVX. This was a completely independent project shot in just 12 days. Our mission was to bring a new moment in representation to UK screens, so to be supported by a major platform in this competitive climate is a dream come true."

A Bonaparte Films production, 'The Effects of Lying' will launch on ITVX on July 6th, during South Asian Heritage Month.

[end]

About Bonaparte Films:

Bonaparte Films is a proudly independent production company working across film and television. Passionate about telling unique, bold and entertaining stories from diverse communities for a global audience.

About Isher Sahota:

In 2016 Isher was selected for a coveted place on the BBC's New Directors Scheme and has directed numerous TV shows including FATHER BROWN for BBC Studios and GRACE for ITV. His last short film, GOODNIGHT HENRY was supported by the BFI and won Best Comedy at Flickers Rhode Island. He is currently developing a slate of theatrical features and television shows.

About Jon Tarcy:

Jon is an Actor and Producer. His producing work includes TV pilot LIFE IN BLACK starring Liam Neeson, as well as a number of short films. He now has projects in development that were selected for Film London's New Talent Strand and Film Bazaar's co-production market. At the same time, his most recent work as an actor was OUTLANDER for Amazon Prime/STARZ and FBI:INTERNATIONAL for CBS. He was selected for the BAFTA Connect scheme in 2022.

About ITVX:

Launched in late 2022, ITVX is UK's freshest streaming service, letting viewers stream new programme exclusives, with adverts, for free; ranging from premium dramas, documentaries, US series, comedy and reality shows to blockbuster films and much, much more. ITVX is the first streaming service in the UK to offer viewers the flexibility to access free content with ads and ad-free paid subscription, all in one place. Paying subscribers also have access to BritBox UK. ITVX live streams must-watch events, from live sport to Love Island, as they are broadcast on ITV's channels. ITVX also offers an ever-changing host of exclusive themed channels in line with viewer preferences and popularity; these constantly evolving pop-up channels provide a scheduled experience through a streaming service.

Press Contacts

itvxpublicity@itv.com

Viewer enquiries

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