



THE PROMISE



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LENGTH
300 x 45 min

GENRE
Daily Drama

PRODUCER
Karamel Yapim

BROADCASTER
Kanal 7



Reyhan and Emir couldn't be any more different, yet their lives intersect with a promise that brings them together in the most unexpected way...

Reyhan is a country girl. Humble, hard working and tenacious, she was raised by a single mother, Meryem, but always looked up to her mother's old friend Mr Hikmet who himself was always fond of the bright, well-behaved little girl. Years later, when Meryem passes away, Mr Hikmet travels to his hometown for the funeral, where he is once again taken by Reyhan's good hearted and kind manner, and is impressed with how bravely she moves on with life even after the passing of her only relative.

In Reyhan he sees hope, the opportunity to put his own life in order after he passes away – he has recently received a terminal diagnosis and dreads to think what will become of his family after he is gone. His wife Cavidan is a greedy spoiled woman, too ashamed to care for their disabled daughter. And his son Emir is a wild and frivolous rebel, who Mr Hikmet sees squander the family's riches, after he worked his whole life to build a successful business. Though she starts off hesitant, Reyhan makes a promise to marry Emir and care for the family, just as Mr Hikmet helped her own mother.

Meanwhile Emir starts their marriage with his own promise; to teach his father a lesson and prove that he should make his own decisions, he will treat Reyhan so poorly that she divorces him, leaving him to go his own way and forever be freed of his father's control.



Emir's mother also plots a downfall for Reyhan, as she wants to see her son marry in to high society and cement the family's place in the elite.

Yet as the torments begin, Emir starts to question why this innocent girl should suffer while it is his father that he wants to hurt. And as he softens Reyhan sees a gentler side to him, that despite his tough exterior she finds impossible to resist.

But tragically, as the future starts to look brighter for the newlyweds Mr Hikmet starts to succumb to his illness, and Cavidan spies an opportunity to seize control of her family, making life a nightmare for her daughter-in-law and pushing Emir in to a relationship that will establish the family among Istanbul's high society...

The Promise launched in February 2019 and immediately started to perform brilliantly on Kanal 7. The series has tripled the channel's average share and regularly out performs high budget weekly event dramas. Following this success the series was renewed for a second season after just two weeks on air. The first season of 100 episodes will be joined by a further order of 200, coming in 2020.



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