



BIG MAGIC signs on Aman Verma for Comedy Show



April 7, 2011 Mumbai: **BIG MAGIC** India's first channel exclusively for the core Hindi heartland from the Reliance Broadcast Network stable, featuring locally relevant entertainment around Humor, Music & Bollywood Entertainment is all set for a rollicking start. The channel gets on board **Aman Verma**, the man who is well known to light up the small screen with his humor, charm & poise and create impact on the large screen as well.

Riding high on the success of the various game shows, reality shows and live entertainment that **Aman Verma** has been a part of in the past, it is for the first time he will venture into talk show format which will be aired on **BIG MAGIC**.

Witty in flavor the show on **BIG MAGIC** is a talk show format with just the right proportion of humor which will have audiences thoroughly entertained. Like all entertainment on **BIG MAGIC**, this program too has been specifically designed keeping in mind local sensibilities and preferences. This talk show is designed in such a way wherein Aman will take audiences through a roller coaster ride of fun, humor, celebrity interviews and much more! So, fasten your seat belts to laugh aloud, and have some fun with the one and only Aman Verma!

This talk show is the first of its kind which addresses current topics but with an electrifying humorous approach, national news now gets a Desi flavor. The show will bring, Phatakheadar News, Latest Songs with Desi Mix, challenges for each one of you, film reviews with a unique flavor. Do you have a unique talent or achieved something great in life? Come on board, for



Aman waits to bring out **your** new talent....all this and so much more! Aman will be seen living the brand promise of the channel '**SMILE PLEASE**', also the tagline of the channel.

Sunil Kumaran, Business Head, BIG MAGIC said “We are glad to welcome Aman Verma on board with us for our upcoming talk show. We believe that Aman is the perfect choice since he understands the pulse of the regional audience and was the perfect choice for the program. We are confident he will entertain audiences across the Hindi heartland and make the Channel their favorite.”

Aman Verma, Actor & Host said, “Television has always been my forte and am glad to have come on board BIG MAGIC. The best part of being on this show is that I will be working with the same set of people with whom I have started of my career with, so there will be a great understanding there. I look forward to entertaining the people of our Hindi heartland.”

About BIG MAGIC:

BIG MAGIC marks the entry of Reliance Broadcast Network Ltd. in the regional entertainment space. It is positioned as India's only Channel exclusively for the core Hindi heartland, featuring locally relevant entertainment around Humor, Music and Bollywood. The Channel will derive huge synergies with RBNL's already well established radio brand – 92.7 BIG FM, the leading radio network in this region, operating 11 Stations in the heartland and catering a weekly audience of approximately 22 lakh (in the region alone), an ideal platform that will give BIG MAGIC speed to market.