



Press Release
For immediate dissemination

Reliance Broadcast Network Limited, STAR India and Indian Music Academy join hands to launch India's biggest music awards – BIG STAR IMA Awards 2011

~ Following the lineage of the very successful BIG STAR Entertainment Awards, the two media companies Reliance Broadcast Network Limited and STAR India come together to take the BIG STAR IMA Awards 2011 to young India through the platform of STAR One ~

~ Pt. Hariprasad Chaurasia, Jagjit Singh, Pyarelalji, Louis Banks, Luke Kenny, Anuradha Paudwal and many more renowned jury members have associated themselves with 'BIG STAR IMA Awards 2011' ~

~ BIG Live, the Live Entertainment arm of Reliance Broadcast Network Limited will leverage the media platforms of RBNL to make 'BIG STAR IMA Awards 2011' the biggest celebration of music in the country~

~ 'BIG STAR IMA Awards 2011' offers a platform to recognise and honour talent across various genres of music that Indian Love~

Mumbai, March 01, 2011: After the initial success of the BIG STAR Entertainment Awards garnering a TRP of 5.78 India's colossal broadcast media companies - **Reliance Broadcast Network Limited** through its Live Entertainment business arm **BIG LIVE** along with **Star India Pvt. Ltd** are coming back again with another innovate and integrated property to launch India's biggest music awards, in partnership with the **Indian Music Academy** to recognise and honour music maestros across all genres of music through the '**BIG STAR IMA Awards 2011**'.

The '**BIG STAR IMA Awards 2011**' is aimed at recognizing music talent from all over the country and across every genre of India's rich and diverse musical landscape, right from the **Classical** base to the **Hindustani, Carnatic, Folk, Ghazal, Sufi** or **Qawali** which brings out the true essence of Indian culture to the latest **Bollywood, Pop** and **Jazz** that are attracting the gen next. These awards are truly the right blend of celebration of music in India.

The '**BIG STAR IMA Awards 2011**' Jury comprises of renowned veterans and respected musicians from the Indian music fraternity, who will judge special categories which they excel in. Each category widely imbibes music from different backgrounds such as **Hindustani, Carnatic, Folk, Ghazal, Qawali, Jazz, Fusion and Film music.**

The '**BIG STAR IMA Awards 2011**' will also be showcasing special Popular Category Awards. These awards are distinct as they are chosen by the listeners of **92.7 BIG FM** the radio arm of Reliance Broadcast Network Limited across its 45 station networks. Extensive marketing , digital promotions and on ground activations will be executed to create buzz amongst the listeners who will vote for their favorite music in the popular category.

BIG STAR IMA AWARDS received an overwhelming response from the Indian music fraternity **with a record no of over 3000 entries.** Stalwarts of the music industry like **Sonu Niigam, Shaan, Mohit Chauhan, Salim - Sulaiman, Shankar - Ehsaan - Loy, Pritam . Sajid-Wajid, Devaki Pandit, Dr. Jayanti Kumaresh, Ashwini Bhide, Jalabee Cartel, Vishal Bharadwaj, Pt. Ronu Majumdar, Rahul Sharma, Irshad Kamil** and many more participated in their full strength. Apart from these well known personalities, '**BIG STAR IMA Awards 2011**' also received entries from music company giants like **Sony Music, Tips, Saregama India, Blue Frog, Ninaad Music, Times Music, Universal Music, Eros and EMI.**

Speaking on the alliance, **Mr. Tarun Katial, CEO, Reliance Broadcast Network Ltd.,** said. *"Our partnership with Star India Pvt Ltd that began with the BIG STAR Entertainment Awards marked the beginning of an alliance that re-defined the meaning of entertainment in India. The first property garnered an average TVR of 5.78 in the CS 15+ HSM's .We plan to take this association forward by launching the BIG STAR IMA Awards that will see the coming together of not only two of India's biggest media houses as well as a credible music academy that has been supported by veterans from the music industry. This alliance will see synergies come into play to offer a platform through its multiple touch points that will create unprecedented impact. We hope that with this endeavour and our future initiatives we are able to offer audiences superior entertainment and create greater value for brands associated with these properties"*

Commenting on this unique venture, **Mr. Sanjay Gupta, COO, Star India Pvt Ltd.,** said, *"The BIG Star IMA Awards2011' will witness the coming together of STAR India Pvt Ltd., Reliance Broadcast Network Ltd as well as the Indian Music Academy that will leverage all its expertise in making the awards one of the biggest musical event in India. While Reliance Broadcast Network is commended for its vast radio and digital penetration, STAR One - STAR India's second Hindi GEC and India's young, urban channel, has a sizeable chunk of the youth audience who are also the largest consumers of music. Together we are all set to create superlative entertainment reaching out to our viewers across various platforms."*

Ms. Durga Jasraj, Co-founder, IMA commented on the association with **Reliance Broadcast Network Limited,** *"It gives me a great sense of joy and pride to create these awards which aim to recognise Annual Excellence across the Music industry value chain. The carefully selected representative jury will ensure that BIG STAR Indian Music Academy Awards 2011 will emerge as the singular and most rigorous recognition of world-class quality of Indian Music.*

To ensure maximum reach and multiple touch points for the '**BIG STAR IMA Awards 2011**', **Reliance Broadcast Network Ltd** with its own media platform - **BIG 92.7 FM** with a reach of 3.6 crores on a weekly basis and **BIG Street** which has a strong presence in Delhi,

Chandigarh, Haryana along with all properties of **Reliance ADAG companies** has formulated an integrated promotional plan.

No stone will be left unturned for the success of the initiative. All the arms of the company including **BIG Cinemas** – as Multiplex Partner, **Zapak.com** – as Online Partner Backed with its extensive reach and spread across 52 offices in India, reaching out to over **52,000 villages** and over **200 million Indians**, Reliance Broadcast Network Limited will also ensure a holistic approach to the property with the promotion of the awards at a wider scale across its various verticals ranging **92.7 BIG FM** for the on air promotions on radio, **BIG Street** for the Out of Home amplification, **BIG Digital** for online and digital communication as well as **BIG Live** for on-ground activities including concerts across the cities of Kolkata, Delhi, Bhopal and Chandigarh will work in coordination with **Star India Pvt Ltd** the most powerful broadcast media house with the largest network across the globe for the accomplishment of '**BIG STAR IMA Awards 2011**'.

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a multi-media conglomerate with play across radio, television, out of home and live entertainment. It is part of the Reliance ADA Group and specializes in creating and executing integrated media solutions for brands.

92.7 BIG FM – India's largest FM Network with 45 stations, reaching over 3.57 crore Indians each week.

BIG CBS – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which is launching 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark.

BIG STREET – In the business of acquiring marketing rights for premium inventory and also acquiring long term premium inventory, across India.

BIG LIVE – In the live entertainment business, the division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms.

All these business verticals come together to offer a truly integrated solution to clients having built significant multi-media capabilities.

For more information, log on to: www.reliancebroadcast.com

About STAR India Pvt Ltd.

STAR India, the leading media and entertainment company in India, has the highest reach among the country's broadcasters, beaming to over 140 million people every week across India and over 65 countries across the globe. Its portfolio includes 33 channels in eight languages spanning the household brands STAR Plus, STAR One, STAR Gold, Channel [V], STAR Jalsha, STAR Pravah, STAR World, STAR Movies, STAR Utsav; along with the joint venture channels Asianet, Asianet Plus, STAR Vijay, Suvarna, STAR News, ESPN and STAR Sports.

STAR India also manages a portfolio of business ventures including DTH operator Tata Sky; cable system Hathway, channel distributor STAR Den, news channel operator MCCA, the film production and distribution business Fox STAR Studios India and STAR CJ Home Shopping.

STAR India is a fully owned subsidiary of News Corporation www.newscorp.com

About Indian Music Academy (IMA)

The IMA is a movement of the Musicians, for the Musicians and by the Musicians, founded by Pandit Jasraj. It was setup with the principle objective of promoting and popularising all forms of Indian music and providing a platform to the next generation of Indian music. Thirteen patrons provide guidance and support to the IMA. The IMA has completed 4 years of consistent and diligent work to achieve the objectives.

It is an initiative of Art & Artistes' (I) Pvt. Ltd. – an 11 year old company focussed on conceiving and producing proprietary entertainment solutions based on all forms of Music. It has produced over 40 music albums, 20 TV productions, and more than 200 large scale concerts with Music legends across more than 10 countries.