



## MEDIA RELEASE

### **92.7 BIG FM AWARDS 13 SOCIALLY RESPONSIBLE CITIZENS WITH THE BIG CHENNAIITE AWARDS 2012**

**A PLATFORM WHICH HONORS CHENNAIITES WHO MADE SIGNIFICANT CONTRIBUTIONS FOR THE BETTERMENT OF SOCIETY**

**CATEGORIES INCLUDE OUTSTANDING CONTRIBUTION TO EDUCATION OF UNDERPREVILIGED CHILDREN AND OUTSTANDING CONTRIBUTION TO SOCIAL AWARENESS AMONG OTHERS**

### **ACTOR BHARAT – FACE OF THE BIG CHENNAIITE AWARDS 2012**

**CHENNAI, October 2, 2012, Tuesday** – October 2<sup>nd</sup> is a red lettered day for all Indians as it marks the birth anniversary of one of its greatest sons, Mahatma Gandhi, whose life's work is synonymous with selflessness, sacrifice and care for the needy. 92.7 BIG FM, Chennai's No. 1 Melody station and winner of the Golden Mikes Broadcaster of the Year Award, chose this auspicious day to celebrate the incredible achievements of thirteen socially responsible Chennaiites and honored them with the BIG Chennaiite Awards 2012 at the Accord Metropolitan Hotel, for their life's work.

One such Chennaiite, Ms. Uma Muthuraman received the BIG Chennaiite Award for Outstanding Contribution to Education of Underprivileged Children. Ms. Uma runs the Siragu Montessori School which was started in 2003 for children of the scheduled tribes, pavement dwellers and mendicants, who depended on begging for their livelihood. Earlier this community never had any real opportunities for breaking out of their situation. Siragu reaches out to these groups with the objective of providing quality education to the first-generation learners among them.

The BIG Chennaiite Awards 2012 showcased the noble endeavours of twelve more such unsung individuals across various categories.

92.7 BIG FM conceptualized these awards to create awareness about the work of people such as Ms. Uma Muthuraman and so that the rest of us can also get inspired to do our bit to help the less fortunate in society.

The leading radio station had instituted the "BIG Chennaiite Awards" on the occasion of the 372<sup>nd</sup> birthday of Chennai in August last year which received incredible support from their listeners. This year **Actor Bharath** has come forward with his support and offered to become the face of the BIG Chennaiite Awards 2012. Chennai's Mayor, Honorable **Mr. Saidai Duraisamy** attended the event along with many celebrities from the Tamil entertainment industry including Actor Aadhi to show support and solidarity for the same.

The winners for these awards were finalized by ordinary people through various on ground promotions, on-air voting, sms and the online space, making it a truly peoples award.



Speaking on the occasion, Company spokesperson, 92.7 BIG FM, said: “The *BIG Chennaiite Awards* is yet another landmark initiative by 92.7 BIG FM in our endeavor to give the local populace an opportunity to voice their opinion and acknowledge the contributions of some socially responsible citizens who selflessly decided to make a positive difference to society. It is because of the actions of such individuals that society evolves into a better place for all of us. Their life’s work should be a true inspiration for everyone. I would like to sincerely thank all the people who have supported us in this endeavour.”

Kindly find the winners list below for your perusal.

**About Reliance Broadcast Network Ltd.**

*Reliance Broadcast Network Limited* is a multi-media entertainment conglomerate with play across radio, television, intellectual properties, television production and out of home. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. It houses the following verticals: **92.7 BIG FM** – India’s largest FM Network with 45 stations, reaching over 4 crore Indians each week; **BIG CBS Networks** – A joint venture with CBS Studios International offering 3 English Entertainment Channels - Prime, Love, Spark and a regional general entertainment Channel for the PCHP region –

Spark Punjabi; **BIG MAGIC** – a regional general entertainment channel for the Hindi heartland; **BIG PRODUCTIONS** – the television content production division, catering to the creative needs of the Indian television landscape and **BIG STREET** – which acquires and markets long term premium out of home inventory. The Company also distributes Bloomberg UTV, India’s premier business news channel as part of its television bouquet. For more information log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)

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**The list of Awardees:**

1. The BIG Chennaiite Award 2012 –
  - a. Alisha Abdulla
  - b. Vishwanath Anand
  - c. Shalini Ajithkumar
  
2. BIG Chennaiite Award for Excellence in social service – **Mr.J.S. Shekar**



3. BIG Chennaiite Award for Outstanding Contribution to Education of Underprivileged Children - **Ms. Uma Muthuraman**
4. BIG Chennaiite Award for Excellence in Social Development and Entrepreneurship - **Ms. Vaanmathi**
5. BIG Chennaiite Award for the Best NGO - **Mr. Vidyaakar (Udavum Karangal)**
6. BIG Chennaiite Award for Excellence in Social Service – **Ms. Ratna Chibber**
7. BIG Chennaiite Award for Excellence in Social Development and Entrepreneurship – **Ms. R. Malathy**
8. BIG Chennaiite Award for Outstanding Contribution to Social Awareness – **Raindropss**
9. BIG Chennaiite Award for Emerging New Talent in Sports – **Vaishali and Prag**
10. BIG Chennaiite Award for Excellence in Social Initiative – **Mr. Sivalingam**
11. BIG Chennaiite Award for Excellence in Sports - **Ms. Anaka Alankamony**