



MEDIA RELEASE

92.7 BIG FM LAUNCHES THE BEST OLYMPICS ENTERTAINMENT WITH BIG MUSIC OLYMPIAD WITH THE CAST OF GANGS OF WASSEYPUR

**LAUNCHES ON AIR TOURNAMENT WITH MUSICAL CHALLENGES INSPIRED BY
VARIOUS SPORTS REPRESENTED AT THE OLYMPIC GAMES**

PARTNERS BBC, TO GIVE AUDIENCES SUPERLATIVE UPDATES

Mumbai, Aug 3, 2012: 92.7 BIG FM, India's No. 1 Radio Network and Broadcaster of the Year at the Golden Mikes, known for its clutter-breaking and highly engaging content, in keeping with the Olympics fervor launches its property the **BIG MUSIC OLYMPIAD** – a musical extravaganza against the milieu of the current sports vibe of the Olympics. Coming on the show, 92.7 BIG FM had the cast of [Gangs Of Wasseypur](#) in the studios to play the game and were at their sporting best. The show will air during the morning time band and evening time band across **30** stations of 92.7 BIG FM.

The event kicked off with RJ **Yamini** playing **Music Olympiad** with the cast of Gangs of Wasseypur.. From witty answers to showcasing their knowledge on music to crooning some of their best songs to posing in some interesting sports gear in keeping with the Olympic spirit, the cast of the film were a complete hit as they interacted with audiences from across the country.

BIG MUSIC OLYMPIAD will be a show which comprises of an on air tournament, with musical challenges that are inspired by various sports represented in the Olympic Games. The show also features sections which come through its alliance with BBC which range *BIG BBC Olympic Stars*, *BIG BBC Past Forward* – offering trivia, *BIG BBC Madaan-E-Olympics* and more. The tie up with BBC will not just allow for interesting show highlights but also latest updates from the ground including the medal tallies, new records and controversies thereby providing a wholesome entertainment to its listeners in India. Interviews and bytes from players and other match officials from each sport will also be aired on 92.7 BIG FM.

A holistic multi-media marketing campaign has been kicked off to promote the show, which ranges radio, television, out of home and on ground.

Commenting on the new property **Company Spokesperson** said “92.7 BIG FM endeavors to reach topical, clutter-breaking and pioneering programming to its audiences, and nothing right now is larger than the Olympics. The entire property has been conceptualized to ensure music remains the prime entertainment peg, against the backdrop of the Olympics fever. Our tie up with BBC further ensures we deliver accurate and exciting content to our audiences a thrilling experience while offering marketers a platform to reach out through.”

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

For further Information:

Reliance Broadcast Network Ltd. | Cheryl D’souza-Waldiya – AVP Corporate Communications | 093221 98940 | cheryl.waldiya@reliancebroadcast.com