

**BIG MAGIC BIHAR AND JHARKHAND DEMONSTRATES STUPENDOUS SUSTAINED PERFORMANCE, WITH AN AVERAGE OF 33 GRPs IN BIHAR**

**RETAINS NO. 1 POSITION OVER LAST 8 WEEKS**

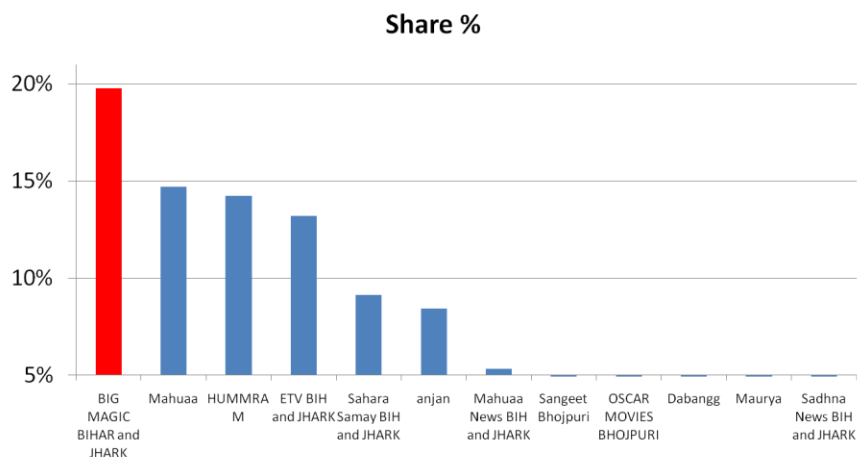
**NEW SLATE OF SHOWS BIG MEMSAAB, RASOI KI RANI, BIG FAME STAR, BIG JUNIOR STAR, BETA HI CHAHIYE AND JAI MA VINDHYAVASINI TO FUTURE ENRICH PROGRAMMING ASSORTMENT**

**EXTENSIVE REACH AND DEPTH MAKES IT A MARKETERS DELIGHT**

**Mumbai, May 28, 2013...** BIG MAGIC BIHAR AND JHARKHAND, the regional general entertainment channel for the Bihar and Jharkhand region from **Reliance Broadcast Network** stable, which changed the ratings game by emerging leader in just 3 weeks of launch, continues its strong performance over the last **8 weeks**, averaging at **33 GRP's** (week 13-20, CS4+, Bihar). With shows like **Police Files, Mele Ka BIG Star Season 2, Rasoi Ki Rani, Bhojpuri films** and **BIG Top 20** (countdown show), **BIG MAGIC BIHAR AND JHARKHAND** ensured the channel attracted early eyeballs, of a large audience base, which has only grown from thereon.

Sprucing up the content line-up, in the coming months, BIG MAGIC BIHAR AND JHARKHAND will launch a wide array of locally relevant properties like reality shows **BIG Memsaab Bihar – hosted by TV Actress Preeti Chaudhary, Rasoi ki Rani – Star Special** hosted by the renowned **Chef Rakesh Sethi** and **TV Actress Madhura Naik** which will see a stream of television actresses on the cookery show, **BIG Fame Star** with mentor duo **Varun Badola and Rajeshwari Sachdev** and **BIG Junior Star**, along with its new fiction line ups titled **Beta hi Chahiye** and **Jai Ma Vindhyavasini** all in sync with local sensibilities.

According to TAM data, BIG MAGIC BIHAR AND JHARKHAND has overtaken established players in the market



such as Mahua TV, Dabangg, ETV, Sahara, Hummra. With shows that target viewers across demographics, BIG MAGIC BIHAR AND JHARKHAND has become the one-stop entertainment avenue for audiences in the region. The Channel's unique programming, coupled with extensive marketing has ensured it has grown consistently over the last 8 weeks, beating long established players in the market.

TG: CS 4+ , Market: Bihar +Jharkhand, Period: Wk'13-Wk'20

**Speaking on the Channels performance, Mr. Sunil Kumaran, Business Head – Language TV, Reliance Broadcast Network** said, "Our formula of regionalisation of content has worked once again! We are very happy with the performance of BIG MAGIC Bihar and Jharkhand, which met with early success and continues to rate well each week. Our tailored content for the region, basis local predilections, ensures it delivers to requirements, making it an excellent platform for audiences and marketers alike."



**Reliance Broadcast Network**

*Reliance Broadcast Network Limited is a media entertainment conglomerate with play across radio, television, intellectual properties and television production. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. The company 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 English Entertainment Channels - Love, Spark and Prime (which is available in dual feeds of English and Hindi), as well as a regional General Entertainment Channel for the Punjab, Chandigarh, Himachal Pradesh (PCHP) region called Spark Punjabi; BIG RTL THRILL – a channel from the Company's joint venture with Europe's RTL Group, targeted at male audiences and positioned as the ultimate action destination; BIG MAGIC – a regional General Entertainment Channel for the Hindi heartland featuring regional family dramas, crime shows, sitcoms, reality shows and weekend blockbuster movies. The Company has also launched BIG MAGIC Bihar and Jharkhand, with specially created programming for the region. BIG MAGIC has also expanded into the United States, Canada and Australia under the brand name BIG MAGIC International; and BIG PRODUCTIONS - the television content production division caters to the creative needs of the diverse Indian television landscape. Reliance Broadcast Network also distributes Bloomberg TV India, the country's premier business news channel as part of its television bouquet. For more information [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*