



92.7 BIG FM celebrates World Music Day with Antakshari 927 ***Gaano ki Anktakshari* from 9:00am to 7:00pm**

Mumbai, June 21st, 2011...92.7 BIG FM, India's No.1 FM Network, known to do things innovatively, celebrates World Music Day with Antakshari 927, where for the first time on radio audiences will be treated to a unique acoustic treat! The property titled Anktakshari 927 offers listeners a day full of music with an excellent play list of songs, in true Anktakshari style. In keeping with the rules of the game each new song will begin with the last word of the previous song, proving to be an excellent brain-cracker for audiences as they enjoy the music line up. Beginning at 9am, Antakshari 927 will also work as a frequency reminder and play all the way upto 7pm, in keeping with the Station frequency 927.

Being hosted across its 29 Hindi markets, the day will be full of contests for listeners, where they can guess the next song coming up, featuring the last word. Eg: if a song ends on *Character Dheela hain*, the next song starts with 'hai' and is from the film Anjana Anjani. Now guess the song...ans: Hairat hain and so on. The contest promises to put to test the Bollywood quotient and music knowledge of listeners, offering them a highly engaging entertainment mix and a true musical extravaganza. With music making for a very integral part of the stations offering, it is only natural for the radio network to celebrate this day with its listeners.

To add to the Bollywood offerings, the station will host none other than Amit Trivedi and Amitabh Bhattacharya in the studios, jamming with the listeners and offering them a prolific mix of their personal favorites. With all this action and more, Antakshari 927 promises to have audiences glued to the station and crooning along as they celebrate music with 92.7 BIG FM.

Speaking on the occasion, Mr. Soumen G. Choudhury, Business Head 92.7 BIG FM said, "We always offer audiences with innovative, clutter-breaking and highly engaging content and Antakshari 927 is another creative rendition of music. We are confident audiences will love the music mix along with putting their knowledge on one of their favorite subjects, Bollywood music to test. This is part of our endeavor to continue to offer the best music mix on the Station. Suno Sunao, Life Banao."

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 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 crores 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 MAGIC – marks the Company's entry into the regional entertainment space. The Channel is positioned as India's only Channel exclusively for the Hindi Heartland, featuring locally relevant entertainment around humor, music and Bollywood. BIG STREET – In the business of acquiring and marketing of long term premium out of home



inventory. BIG LIVE – This 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