



## **BIG MEMSAAB, the heartlands popular radio reality show premieres its 4<sup>th</sup> season on BIG MAGIC**

**~ Women in Hindi Heartland find the ideal platform to wings to their hidden talent ~**

**Mumbai, October 25, 2011:** After enthraling the listeners for three years, BIG MEMSAAB, the popular reality-based radio show and on-ground property from **92.7 BIG FM**, in its 4<sup>th</sup> year now, makes its television debut on **BIG MAGIC**. Considered the heartland's biggest women's reality show, BIG MEMSAAB, offers a unique platform to the women of UP, to take center-stage and showcase their hidden talent which deserves acknowledgement, applaud and recognition. After enormous response and huge local participation, BIG MEMSAAB is extending itself and growing bigger from being a radio property to also a television property on BIG MAGIC. With the No. 1 Television Channel of the heartland – BIG MAGIC and the No. 1 radio brand 92.7 BIG FM as media platforms, marketers stand to attract a wider range of audiences garnering excellent visibility for their brands. The 10 episode series features the strength, potential and capabilities of women in the UP and vows to enthrall the audience on BIG MAGIC.

The initial rounds of this reality show were spread across 7 cities of UP—Lucknow, Kanpur, Agra, Jhansi, Aligarh, Bareilly and Allahabad and involved women from different walks of life. Women from these cities were put through different rounds to present their talent, be it in singing, dancing, arts or crafts...any form of creative art they possess. Each city finale, which were just concluded in the 7 cities, left jam packed audience surprised, as they witnessed the bundle of talent that was being showcased by their very own women. These rounds helped to shortlist three winners from each city, who will now participate & battle for the title in a Grand Finale in Kanpur in December.

The grand finale will be an extravagant evening which will see the 21 finalists battle it out in front of a LIVE audience and Jury and accompanied by live entertainment acts by talent from the region. All in all a fitting culmination to crown the Hindi Heartlands BIG MEMSAAB

BIG MEMSAAB allows for maximum consumer engagement as it breaks free from the clutter and offers something path breaking to the viewers and participants alike.

**Anand Chakravarthy, Business Head, BIG MAGIC said,** “We have always believed in creating exciting formats to entertain our viewers and deliver true local connect. In our endeavor to bring unique formats, this hugely successful radio show, had to be taken to the next level, thus BIG MEMSAAB makes its debut on BIG MAGIC. The show is a first of its kind in the region, and judging by the on ground response in each city will surely resonate with the viewers and advertisers alike, ensuring a unique entertainment experience.”



Stay tuned to BIG MAGIC to witness the biggest all women reality show that will be remembered for a long time to come....THE BIG MEMSAAB

**About Reliance Broadcast Network Ltd.**

*Reliance Broadcast Network Limited is a multi-media entertainment conglomerate with play across radio, television, intellectual properties and out of home. 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 LIVE - This division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms. BIG STREET - In the business of acquiring and marketing of long term premium out of home inventory. BIG PRODUCTIONS - This division functions as a television content production house catering to the diverse creative needs of the Indian television landscape. For more information, log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*

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