



BIG MAGIC signs on actor-comedian-anchor Ali Asgar



April 20th, 2011 - After signing television & film actor *Aman Verma*, BIG MAGIC, India's only Channel exclusively for the core Hindi heartland, has signed on actor-comedian-anchor Ali Asgar for an interesting character in *Darz Kiya Hai*.

The versatile Ali who has made both film & television audiences laugh with his excellent comic capers and not to forget his ability to imitate people, from all walks of life, joins BIG MAGIC to regale the viewers in the Hindi heartland of UP, MP & Bihar in a hilarious role of a *shaiyarana cop* as Inspector *Abhinav Mishra* in a laugh-riot *Darz Kiya Hai*.

Darz Kiya Hai is social satire depicting a generous-hearted cop who can't just get over his *shaiyaris*. Every conversation, in the police station and outside, including lodging FIR is in his famous *shayarana andaaz* with scoops of laughter & fun. *Abhinav Mishra* (Ali Asgar) is a happy-go-lucky inspector who always wanted to be a *shayar*! A policeman in a poet's garb, he longs to hear the three poetic words *Arz kiya hai*, but knows he won't be able to do so. Hence he finds a unique way out by using his *shayarana andaz* and saying *Darz Kiya Hai*... His colleague, Constable *Manoj Tripathi* has to bear his "undying" passion for poetry and *Wah! Wah!* him, irrespective of his sentiments attached to it. Filled with simple anecdotes and messages the show will appeal to the viewers across all age groups.

Commenting on his role Ali Asgar said: "It's an exciting new venture for me; I have never done something like this before. *Abhinav Mishra*, the inspector-poet that I am



playing *in Darz Kiya Hai* is a very unique. It's not going to be easy playing the character as he is going to be original and someone I wish to imitate. I am sure people

will love the language, the “*shud* heartland Hindi”, which will relate with the masses here. I am really looking forward to this one.”

Sunil Kumaran, Business Head, BIG MAGIC said: “The concept is simple, of ‘a *shayar*’ in the body of an inspector, who brings out a unique style of the character through humorous situations. Ali Asgar is one of the most talented & brilliant actors of both small & big screen and his ability to morph in to a character is something we are sure will make *Abhinav Mishra* so endearing to the audiences. We are sure that he will resonate with the Hindi heartland.”

Darz Kiya Hai is interesting clips that is played throughout the day on the channel.

About BIG MAGIC:

BIG MAGIC, marks the entry of Reliance Broadcast Network Ltd. in the regional entertainment space. It is positioned as India's only Channel exclusively for the core Hindi heartland, featuring locally relevant entertainment around Humor, Music and Bollywood. The Channel will derive huge synergies with RBNL's already well established radio brand – 92.7 BIG FM, the leading radio network in this region, operating 11 Stations in the heartland and catering a weekly audience of approximately 22 lakh (in the region alone), an ideal platform that will give BIG MAGIC speed to market.

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