



MEDIA RELEASE

92.7 BIG FM'S AMRITSAR STATION ANNOUNCES 'AMBUJA CEMENTS BIG PANJAA LEAGUE'

FIRST-OF-ITS-KIND ARM-WRESTLING CHAMPIONSHIP TO BE ORGANIZED IN 7 TOWNS IN THE MAJHA REGION OF PUNJAB

ON-GROUND LOCAL CONTEST TO REVEAL THE ARM-WRESTLING CHAMPION TO KICK-OFF ON 1ST DECEMBER, 2012 IN AMRITSAR

WINNER OF THE CHAMPIONSHIP TO WALK AWAY WITH A CASH PRIZE OF Rs. 50,000

Amritsar, 30th November, 2012: 92.7 BIG FM, India's No.1 FM radio network and winner of the Golden Mikes Broadcaster of the Year Award today announced the launch of a new on-ground property for its Amritsar station, '**Ambuja Cements BIG Panjaa League**'. A first-of-its-kind event, the BIG Panjaa League invites the strongest and fittest citizens of the region to participate in an arm wrestling championship to showcase their strength. On-ground contests will be **held across 7 towns in the Majha Region of Punjab starting 1st December, 2012**. The winning contestant will not only prove his strength and mettle, but will also walk away with a **cash prize of Rs. 50,000**.

The Ambuja Cements BIG Panjaa League will provide a platform to the rural youth of the Majha region to showcase their strength. Local on-ground competitions will be held via **pecially designed vans in Amritsar, Gursdaspur, Pathankot, Batala, Patti, Taran Taran and Firozpur Cantt**; and also **local gyms and akhadas, colleges** and many more locations in the region. Following the crowning of the local arm-wrestling champions, a grand finale for the BIG Panjaa League will be held in Amritsar in January 2013 where the strongest of the arm-wrestlers will be revealed. With entries open to the general public, this display of hardcore athleticism will have contestants who will face-off in **two categories – Lightweight championship for contestants below 70kgs and the Heavyweight championship for those above 70kgs in weight**.

Speaking about this unique initiative, a **92.7 BIG FM spokesperson** said, "Punjabis signify strength and our unique initiative, the BIG Panjaa League showcases and celebrate this strength among the locals in the region. We are extremely glad to have Ambuja Cements associate with us for this first-of-its-kind initiative which gives the rural youth the ultimate platform to bring their athleticism to the forefront. We are sure that the BIG Panjaa League will be a great success in the Majha region and hope to replicate its impact in other regions in Punjab as well."

The Ambuja Cements BIG Panjaa League will kick off in Amritsar on 1st December, 2012 following which similar on-ground contests will also be held in Gursdaspur, Pathankot, Batala, Patti, Taran Taran and Firozpur Cantt in the Majha region. A grand finale will be held in Amritsar in January 2013 where the winner will be awarded a cash prize of Rs. 50,000

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. 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 – A joint venture with CBS Studios International with 4 Channels - Prime, Love, Spark and the first international Punjabi Channel - Spark Punjabi; BIG MAGIC – positioned as



India's only variety entertainment Channel for the Hindi Heartland; BIG PRODUCTIONS – the television content production division of the Company caters to the creative needs of the Indian television landscape; BIG STREET – acquires and markets long term premium out of home inventory. The Company also distributes Bloomberg TV India, India's premier business news channel as part of its television bouquet. For more information log on to: www.reliancebroadcast.com

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