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Reliance Broadcasts New Year bonanza with the 2nd edition of 'BIG Star Entertainment Awards', 2011

Star performers include Salman Khan & Priyanka Chopra

*There are entertainers who have won over a million hearts by entertaining the consumer and evoking varied emotions ranging joy, sadness, thrill or anxiousness... and turning it into a passion. The BIG Star Entertainment Awards, offers a common platform to recognize the **baap of entertainers** across genres!*

Mumbai, 2nd December 2011: Reliance Broadcast Network Ltd. and Star India Pvt. Ltd. today announced the 2nd Edition of the **BIG Star Entertainment Awards** over a Press Conference hosted by the Evening Prime time Jockey of 92.7 BIG FM – RJ Nitin. Now hosting its 2nd leg, to say that the BIG Star Entertainment Awards last year was a phenomenal success would be an understatement with a record of **5.78 TVR**, one of the highest rated events of the year 2010. Whether it was the stunning performances by the likes of Akshay Kumar and Rani Mukherjee, an artistically choreographed sequence by The Prince Group or the rib tickling antics by the main presenters Arshad Warsi and Shreyas Talpade, it was the perfect platform to end the year and usher in the new one while celebrating and honoring the best in entertainment. Conceptualized by Reliance Broadcast's intellectual property division, **BIG Live**, the celebrations promise to just get bigger and grander.

The **BIG Star Entertainment Awards** seeks to establish a unique platform that gives audiences the opportunity to nominate and vote for their favourite entertainers across the genres of **Television, Sports, Films, Music** and **Dance**. Salman Khan, Priyanka Chopra, Jaqueline Fernandes, & Bret Lee are some of the stars that promise to shine down and ensure the best ever usher-in to the New Year!

The award will see talent being judged by the audience, right from nominations to announcing the final winners - ensuring transparency and fair play as the power to vote rests with the audiences. The complete show will have theme around honoring the biggest entertainers across the strongest emotions of the viewers & listeners.

The BIG Star Entertainment Awards will be promoted through a high-decibel marketing plan ranging on-ground, television, radio and digital activities. Reliance Broadcast Network Ltd's. radio arm **92.7 BIG FM**, its television channels **BIG MAGIC** and the **BIG CBS Channels**, out of home vertical **BIG Street**, intellectual property arm **BIG Live** and its digital initiative, **BIG Digital** will come together to enable effective promotion of the property across relevant markets pan India. Audience opinion (through SMS & online voting) will select the nominees and winners across the categories.



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Commenting on this **Mr. Rabe .T. Iyer, Business Head – BIG Live, Reliance Broadcast Network Ltd.** said “This property has lent a new platform to the entertainment industry in India where the audiences are empowered to choose their favourite entertainers sans jury. Post the roaring success of the awards which debuted last year, we are back with a bigger entertainment line up this year. We are delighted to associate with Star Plus as telecast partners to roll out the second edition of the biggest entertainment awards of the industry.”

Commenting on this, **Mr. Nitin Vaidya, Business Head-Hindi Channels, Star India** said, “The success of the Big Star Entertainment Awards in 2010 was a testimony of the successful experiment where audiences made their vote count in deciding the best of entertainers and in turn got entertained like never before. This year we plan to take this game a notch higher. With Big Star Entertainment Awards 2011, our viewers will celebrate their New Year's eve with the biggest of the names from the Industry thus being a part of the biggest New Year's Party.”

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

For further Information:

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