



MEDIA RELEASE

92.7 BIG FM AND STAR INDIA PVT. LTD ANNOUNCE THE 3RD GLITZY AND EXCLUSIVE 'BIG STAR ENTERTAINMENT AWARDS'

RECOGNIZES OUTSTANDING TALENT ACROSS 31 CATEGORIES SPANNING FILMS, TELEVISION, MUSIC, DANCE AND SPORTS

NEW YEAR EVE SPECIAL PROGRAMMING FOR AUDIENCES OF STAR PLUS

Mumbai, November 28, 2012: Reliance Broadcast Network Ltd. in association with STAR INDIA Pvt. LTD. announces the return of the very glitzy and extravagant **3rd 'BIG Star Entertainment Awards'**! The Award stands established, as a unique platform that gives audiences the opportunity to nominate and vote for their very own favorite entertainers across the genres of films, television, music, dance and sports. The show has consistently delivered ratings as the **New Year Special on 31st December 2012 on Star Plus**, clocked in a record breaking **6.8 TVRs on Dec 31, 2011**. BIG Star Entertainment Awards 2012 promises to only get bigger and grander this year with a dazzling affair in terms of the entertainment and glam quotient, ensuring the best-ever usher-in to the New Year for audiences of STAR PLUS on **December 31st**.



BIG Star Entertainment Awards 2012 will feature **31 unique categories**, winners for which will be selected through **online and sms votes** sent in by 92.7 BIG FM listeners and STAR PLUS viewers. The glitzy and starry awards night scheduled for **16th December 2012 in Mumbai**, will witness some unique and incredible performances from some of the biggest celebrities from the entertainment world. The BIG Star Entertainment Awards 2012 will be promoted through a high-decibel marketing campaign which will integrate Reliance Broadcast Network Limited's multimedia platforms including **radio, television and outdoor**, coupled with strong initiatives supporting the **print and digital initiatives**, and **on-ground activations**.

Speaking on the announcement, **Mr. Tarun Katial, CEO – Reliance Broadcast Network Limited** said, "The unique format of BIG STAR Entertainment Awards, which empowers audiences to choose their favorite entertainers along with the exciting show offering has clicked with audiences. They come back each year for unmatched and exclusive entertainment and an exceptional usher to their New Year! Now in its 3rd year, the show which will air on Star Plus, is



being planned, to surpass all benchmarks, becoming truly the BIGgest STAR Entertainment Awards!

Mr. Nikhil Madhok, Sr. VP Marketing, STAR PLUS says, "New Year's eve is a special night that all families like to spend together. Star Plus believes that this family time can be made more special with the right entertainment. Star Plus is back with the 3rd season of BIG Star Entertainment Awards which is full of entertaining performances by the biggest celebrities. It promises to be a great opportunity for families to bond and bring in the New Year."

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a media entertainment conglomerate with play across radio, television, intellectual properties and television production. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. The company 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 Networks – A joint venture with CBS Studios International, offering 3 English Entertainment Channels - Prime, Love, Spark, as well as a regional General Entertainment Channel for the PCHP region called Spark Punjabi; BIG RTL THRILL – the first channel from the Company's joint venture with Europe's RTL Group, targeted at male audiences and is positioned as the ultimate action destination; BIG MAGIC – a regional General Entertainment Channel for the Hindi heartland, which has also expanded into the US, Canada and Australia under the brand name BIG MAGIC INTERNATIONAL; BIG PRODUCTIONS – the television content production division that caters to the creative needs of the diverse Indian television landscape. Reliance Broadcast Network also distributes Bloomberg TV India, the country's premier business news channel as part of its television bouquet. For more information log on to www.reliancebroadcast.com

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