



MEDIA RELEASE

92.7 BIG FM AND BIG MAGIC ANNOUNCE THE FIRST REGIONAL MUSIC AWARD OF CENTRAL INDIA – ‘BIG HINDUSTAN REGIONAL MUSIC AWARDS’

FOR THE FIRST TIME A PLATFORM THAT RECOGNIZES THE RICH MUSIC HERITAGE OF THE REGION

MULTI-MEDIA MARKETING CAMPAIGN TO ENSURE REACH AND PARTICIPATION FROM AUDIENCES IN THE REGION

EXCELLENT PLATFORM FOR MARKETERS TO SHOWCASE THEIR BRANDS IN THE REGION

Mumbai, May 9th, 2012: Reliance Broadcast Network Limited's intellectual property vertical, BIG Live, Radio arm **92.7 BIG FM** & Regional TV Channel **BIG Magic** announced its first ever music awards for **U.P, MP, Bihar & Jharkhand ‘BIG Hindustan Regional Music Awards’**- the biggest celebration of regional music in the country. BIG Hindustan Regional Music Awards is a platform which seeks to recognize the excellence in regional music.

BIG MAGIC as the very own channel of the Hindi Heartland has made great strides in the last year, living up to its promise of offering the heartland the entertainment of their choice. With its new positioning **Apna Pradesh, Apna Magic** brings the channel closer to the people of the heartland as it translates into their very own channel for their very own region – truly local and a reflection of the people's culture, traditions, preferences and entertainment requirements. Keeping in mind the local preferences, BIG Magic is spearheading Music Awards for its region where best of best singers from different categories like Bhojpuri, Bundelkhandi, Thumri & many more from the regional genres will be awarded.

The regional music awards have been successfully executed in 5 major states – Maharashtra, Punjab, Andhra Pradesh, Karnataka and West Bengal. There will be a jury and popular choice segment of awards, which will see talent being judged by the audience, ensuring transparency and fair play as the power to vote rests with the audiences.

The awards will be promoted through a high-decibel marketing plan ranging from on-ground, television, radio, outdoor and digital. These awards will reach out to 1.2 crore consumers who tune into **92.7 BIG FM** & No. 1 regional TV channel, **BIG Magic**. The property will enjoy 360 degree promotions for 45 days offering unique integration opportunities for brands. The telecast of BIG Hindustan Regional Music Awards will be done on BIG Magic.

Commenting on this occasion, Company Spokesperson said: “Music is the true celebration of life in our country. BIG Hindustan Regional Music Awards is the celebration of unity in diversity where our culturally rich country's musical offerings are acknowledged. This platform is sure to excite not only the respective regional consumer but also the regional talent which has long sought its due recognition.”



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.

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, USA’s No. 1 TV broadcaster which has launched 4 Channels, BIG CBS Prime, BIG CBS Love, BIG CBS Spark and the first international Punjabi Channel Spark Punjabi; **BIG MAGIC** – marked the Company’s entry into the regional entertainment space, positioned as India’s only Channel exclusively for the Hindi Heartland. Added to this robust bouquet, the Company also distributes **Bloomberg UTV**, India’s premier business news channel. In the space of live entertainment the Company has **BIG LIVE** a division which develops, executes and markets Intellectual Properties, integrated across RBNL’s media platforms and synergizing excellently with this division is **BIG PRODUCTIONS** a division which functions as a television content production house catering to the diverse creative needs of the Indian television landscape; In the out of home space, the Company has **BIG STREET** – which is in the business of acquiring and marketing of long term premium out of home inventory. For more information, log on to: www.reliancebroadcast.com*