



## **92.7 BIG FM is back with India's biggest radio reality show 'Chipak Ke Jeeto'**

**~ The ultimate test of endurance ~**

**Mumbai, 10<sup>th</sup> October 2011:** India's biggest ever reality show '*Chipak Ke Jeeto*' which is the ultimate test to a person's endurance is back on popular demand. Its first leg hosted in 2007 saw the winner take home the then newly launched Hyundai i10 and this year, the show comes back, offering marketers an excellent platform to engage with Indians just the way they like it – through touch, see and smell. The modus operandi is simple, contestants (once approved to be medically fit), touch the prize object for the longest period of time, without taking their hand off the object. With minimal breaks and need for excessive concentration, resilience and patience required, the drama sees great highs and lows as contestants fight it out for their prized possession stretching not just into hours, but days! Conceptualized by 92.7 BIG FM, the radio station is all set to break the last record of 72 hours and 50 minutes to an altogether new level!

This reality show will be simultaneously held, live, across the five cities of Mumbai, Delhi, Bangalore, Kolkata and Lucknow. The radio station is all set to roll out this creative and engaging contest which will run for 6 weeks on air and simultaneously on ground for 3 days at a high footfall area, which will keep the audiences engaged, hooked and booked to the prize object, the venue or the radio sets. This contest allows on ground engagement of 12 lakhs + audiences over 3 days in 5 cities.

Brands will get an opportunity to attract a wide range of audiences to its product as the product will be the object of focus for 3 days with a lot of action taking place around it. Brands can expect excellent visibility and can extract brand and product mileage through this tie up. The contest vows to enthrall the audience both on air and off air.

The first year of '*Chipak Ke Jeeto*' in association with Hyundai Motors in 2007 was a roaring success with the winner getting felicitated by the Bollywood siren Ayesha Takia, along with a slew of celebrities who visited the venue to root for the contestants. The winner finally got to take home a swanky newly launched i10 by touching just by staying glue to it for the longest period of time....a true test of endurance. The association with this game garnered much curiosity and publicity for the newly launched car which is today one of the hottest selling hatchbacks.



**Mr. Soumen Ghosh Choudhary, Business Head, BIG 92.7 FM** said, “It is our endeavor to create value to both customers and consumers, and Chipak ke Jeetho is an initiative in that direction. Post creating unprecedented hype the last time round, we are bringing back this winning property and are confident of creating high decibel noise for both, the brand that associates with the property, as well as for audiences who participate and follow the minute by minute updates so closely. ”

**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](http://www.reliancebroadcast.com)*

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