

## MEDIA RELEASE

**BIG MAGIC'S NEW OFFERING *BAL GOPAL KARE DHAMAAL* TO LAUNCH ON DECEMBER 22**

**SHOW EXPLORES EQUATION BETWEEN THE COMMON MAN AND GOD IN MODERN DAY SETTING**

**RECREATES THE ARJUN-KRISHNA CHEMISTRY OF THE MAHABHARAT, AS IT CELEBRATES THE TEACHINGS OF KRISHNA THROUGH DAILY LIFE SITUATIONS**

**BRINGS ON BOARD EXPERTISE OF VETERAN DIRECTOR RAMAN KUMAR**

**LAUNCHES WITH A 360 DEGREE MULTI-MEDIA MARKETING PLAN**

**Mumbai, 1<sup>st</sup> December, 2014...** BIG MAGIC, positioned as the one-stop destination for humour, is all set to launch its newest offering, *Bal Gopal Kare Dhamaal* on the **22<sup>nd</sup> of December at 8:30pm**. The show, which is pegged on the unique equation between a common man and God in modern settings, conveys the message that God dwells within us. Ensuring the best minds are on the show, BIG Magic has roped in veteran director **Raman Kumar** for the creative flow, **BIG Productions** as the production house and renowned television actor **Satyajit Sharma** in the lead. The show is a slice of life show with a positive life message at the end of each show.

*Bal Gopal Kare Dhamaal* passes through all the filters that rule our markets which include devotion, fantasy, relationships and celebrations. The show is peppered with humor to offer audiences an extremely entertaining and engaging watch. The show is targeted across age groups - kids would love it for the character of *Bal Gopal*, while elders would love it because they find the *Bal Gopal* character endearing and that of *Sharmaji* very relatable. *Sharmaji's* persona has been crafted to appeal to audiences, given that he is a small town person who is a law abiding citizen and loves to do things the right way.

*Sharmaji's* otherwise normal and mundane life which looks restricting, becomes *Chatpata* and humorous with the entry of the young and mischievous *Bal Gopal* in his life. *Sharmaji* and *Bal Gopal's* chemistry is recreated on the lines of the Arjun-Krishna duo from the *Mahabharat* where *Bal Gopal* helps him solve issues of everyday life making it for a comical and engrossing watch.

The show also marks the return of Raman Kumar to television, which comes with expertise in television through successful shows like *Tara*, *Agnichakra* and *Sansaar*. Popular television actor, **Satyajit Sharma** will be seen essaying the role of a common man '**Sharmaji**' from Allahabad, where as the younger avatar of Lord Krishna '*Bal Gopal*' will be played by the mischievous **Meet Mukhi**. Pumped with fun, divinity and comedy, with a special message, *Bal Gopal Kare Dhamaal* promises to make for an engaging evening watch for the entire family.

Commenting on the new show's launch, **Uditanshu Mehta, Creative Director, BIG Magic** said, "At BIG MAGIC, we are always eager to offer interesting and unique content to our audiences. Backed with research and audience feedback and with an aim to bring forth clutter breaking content in humour, *Bal Gopal Kare Dhamaal* will highlight the unique relationship between God and a common man without being preachy. Staying true to our tagline, *Chatpata Har Pal*, *Bal Gopal*, will decode a multitude of issues through a friendly lens of satire and humour that will ensue hilarity and rib tickling laughter across age groups."

The channel will promote the show through a robust television plan across kids, music and news channels, social media marketing, high decibel radio promotions and extensive promotion through activation and branding.

BIG MAGIC is available across key DTH players ranging Airtel, Videocon, DD Free Dish, Dish TV, Reliance Digital TV along with Hathway, Incable, Digicable, DEN, 7 Star, ABS, Siticable, Star Broadband and GTPL amongst others.

### ABOUT RELIANCE BROADCAST NETWORK

*Reliance Broadcast Network is a media and entertainment company with interests in radio, television and television production. The Company houses: 92.7 Big FM - India's No.1 FM Network with 45 stations, reaching over 4 crore Indians each week; Big Magic – which has built strong brand equity as a Comedy Channel and is positioned as the one stop destination for humor, with higher affinity in the Hindi heartland; Big Magic Ganga – the No. 1 regional Channel of Bihar and Jharkhand; Big Magic International – a channel targeted at the Indian Diaspora in the US and Canada; BIG Thrill – the destination for action entertainment; and Big Productions – its television content production division; For more information log on to [www.reliancebroadcast.com](http://www.reliancebroadcast.com).*