



92.7 BIG FM AND STAR PLUS PRESENT THE 5TH EDITION OF THE BIG STAR ENTERTAINMENT AWARDS

THE FIRST AWARDS EVENT OF THE SEASON WILL APPLAUD ENTERTAINERS ACROSS BOLLYWOOD, TELEVISION, MUSIC AND SPORTS

SET TO BRING IN THE NEW YEAR ON STAR PLUS THIS 31ST DECEMBER

Mumbai, December 5, 2014: Having built the brand over the last 4 years, the BIG STAR ENTERTAINMENT AWARDS, a joint initiative between the two media power houses 92.7 **BIG FM** and **Star Plus** is all set to bring the 5th edition this December in Mumbai. The illustrious awards ceremony will

acknowledge and celebrate the biggest entertainers of the year across the fields of Bollywood, Television, Music and Sports and their contribution to the entertainment industry. The awards have only grown in popularity year on year, with the highest TVT's of **12.4** last year, poised to only get bigger this year. As seen each year, the first awards of the season will be a 100% people's choice offering, right from the nominations to the final winners. The robust voting process will see radio, television and digital being enabled for audiences to vote for their most deserving artist.

**BIG STAR
ENTERTAINMENT
AWARDS**

The award function will also be marketed across radio, television, print and social media to ensure maximum tune-ins on New Year's Eve on Star Plus.

Speaking of the 5th Edition of the BIG Star Entertainment Awards, **TarunKatial, CEO, Reliance Broadcast Network** stated, "The award and our partnership with Star Plus has matured wonderfully and we are happy to once again bring together a congregation of the finest entertainers from across industries. This is part of our endeavor to empower audiences with a democratized award which allows them to choose their most favorite entertainers. We look forward to celebrating the evening with the industry and offering audiences an engaging watch on New Year's Eve."

As each year, the first awards of the season, is a 100% people's choice offering, from the nominations to the final winners. The voting process will see the very robust platforms of 92.7 BIG FM and Star Plus across radio, television and digital being enabled for audiences to vote for their most deserving artist.

Meant for the people and by the people, voting lines for the BIG Star Entertainment Awards will be open for all audiences starting Tuesday, December 9,, 2014 right up to Wednesday, December 17, 2014 ensuring transparency and fair play. Audiences can vote for their favourite actors across 26 categories by logging on to the 92.7 BIG FM website www.927bigfm.com or into facebook www.facebook.com/BSEA. One can also give a missed call on 180030000927 to vote or type an SMS <BSEA> space <Category no.> space <nominee name> and send it to 55454.

Mystifying the viewers with nominations and providing them with edge-of-the-seat excitement as the biggest stars come on stage to receive their awards, the BIG Star Entertainment Awards in its continuous effort to recognize and felicitate some of the most accomplished members of the industry, is ready to engage audiences and entertain them all over again this year.

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