



Item for your brands, Bomb for your competition; 92.7 BIG FM presents, Diwali ke Item Bomb!

Engage 1 cr + customers across 30 markets

Mumbai, 29th September 2011: Coming October, Indians everywhere are looking forward to the much loved festival of lights, Diwali. Diyas, colorful fairy lights, traditional kandeels light up homes, big and small everywhere, which in itself are a sight to behold, heralding the arrival of the festival. **92.7 BIG FM**, India's largest radio network as always, has a treat in store for its listeners. The spike this year is called '**Diwali Ke Item Bomb**'- radio's biggest game show ever, which will engage audiences like never before.

The main objective of this show will be to get as many people to win. In this on air game listeners will be asked an extremely simple question, which if answered correctly will get them a chance to spin a roulette wheel, on air and win fabulous prizes! This Diwali Roulette wheel will spin across 30 markets and engage mind numbing 1cr+ consumers over 6 weeks through on-air and on-ground activities. This game format is designed keeping in mind the customer gratification element. This innovative campaign serves as the biggest platform for brands to leverage. Don't miss this opportunity to connect with the largest mass of audiences across 30 markets!

The on-ground activities will cover RWA's, schools and colleges where people will get to spin the wheel in person. To make it more exciting there is also a digital element to it, an application that allows people to test their minds, then spin the wheel and win. The teasers are slated to be released coming Monday. So here is a chance to connect with the largest mass of audiences across 30 markets.

Commenting on this campaign **Soumen Ghosh Choudhury, Business Head, 92.7 BIG FM** says, "It has always been our endeavor to offer audiences highly engaging entertainment and with our Diwali special property we promise to deliver that and more. With a reach across 30 markets and a well tailored offering that is designed to get one hooked and addicted, this property will allow listeners an excellent opportunity to win goodies this Diwali, while advertisers will find an appropriate platform to connect with Diwali revelers across the country."



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

For further information please contact:

Hinjal Veera

Senior Executive Corporate Communications, RBNL

Hinjal.veera@reliancebroadcast.com

09892745252