

MEDIA RELEASE

BIG MAGIC GANGA UNVEILS SPECIAL DEVOTIONAL LINE UP FOR THE FESTIVE NAVRATRI PERIOD

OFFERINGS BACKED BY THE INSIGHT THAT RELIGION BINDS THE GANGA BELT

OFFERINGS INCLUDE JAI DURGA MAIYAA, BHAKTI SAGAR AND NIMIYA KE DAAR MAIYYA

SPECIAL PROGRAMMING FROM SEPTEMBER 25 – OCTOBER 3

Mumbai, September 25, 2014: With the festivities setting in, **Big Magic Ganga** launches a series of festive specials for viewers, pegged on the sentiment of 'devotion' which resonates excellently with the local populace of the region. **The No. 1 Channel** of the region leads with **GVT 430 (000')** and its nearest competitor at 249 (000') for Week 32-37' 2014 in CS 15-44 ABC, this delivering exceptional reach on the back of innovative, original and deep rooted connect with audiences.

Beginning with the Navratri specials, the Channel is all set to launch 3 novel devotional offerings **Jai Durga Maiyaa**, **Bhakti Sagar** and **Nimiya Ke Daar Maiyya**, in the time band from **7am to 9:30 am**. With this special offering, audiences in the Ganga belt will now wake up to the melodious offerings to Goddess Durga.

Ensuring the start of the day delivers to audiences' requirements, the 9 days of Navratri from **25th Sept – 3rd Oct**, sees a programming schedule as follows:

7:00 AM | Jai Durga Maiyaa – which features local musicians singing in worship of Goddess Durga, against the set up of a traditional *jagrata* set up

7:30 AM | Bhakti Sagar – an hour and a half long musical special, which has an anchor weaving in religious trivia with local well known singers, who will croon some of the most well known devotional song on the 9 forms of Durga

9:00 AM | Nimiya Ke Daar Maiyya – a set based celebrity devotional musical special featuring musicians who are a local rage, from Singer Pawan Singh to Devi and from Chhaila Bihari to Mamta Raut, which promises to see huge tune ins

Each festive property will see a multi-media marketing campaign come into play across television, radio, OOH, digital and on ground. Additionally, the network strength of the Nation's No.1 radio network 92.7 BIG FM ensures partners on board the festive offerings on BIG MAGIC Ganga will get maximum value.

Commenting on the festive line up, **Mr. Lavneesh Gupta, COO, Reliance Broadcast Network** said, "The festive spikes have been crafted with the insight that devotional content resonates well with audiences from this region delivering relevance, community connect and audience engagement. The festive period gives us yet another opportunity to connect with audiences, offering them entertainment of their preference, while giving marketers value-delivering properties to ride on."

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