

BIG MAGIC UNVEILS SPECIAL MAHOTSAV LINE UP FOR THE FESTIVE PERIOD: SEPT - DEC

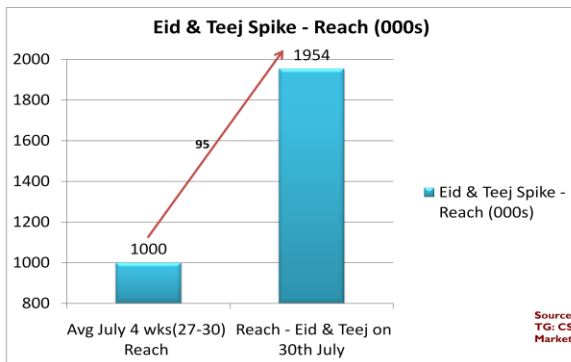
PROGRAMMING MIX TAILORED TO SUIT THE TASTE BUDS OF AUDIENCES IN THE HINDI HEARTLAND

KEY SHOWS HAR MUSHKIL KA HAL AKBAR-BIRBAL, AJAB GAJAB GHAR JAMAI & UFF! YEH NADANIYAAN CELEBRATE NAVRATRI, DUSSEHRA, KARVACHAUTH, DIWALI & CHRISTMAS

CHANNEL OFFERS REACH TO 85MN HOUSEHOLDS ACROSS THE HSM'S; DELIVERS 10% UNDUPLICATED AUDIENCE REACH IN THE KEY MARKETS OF RAJASTHAN, MP AND UP

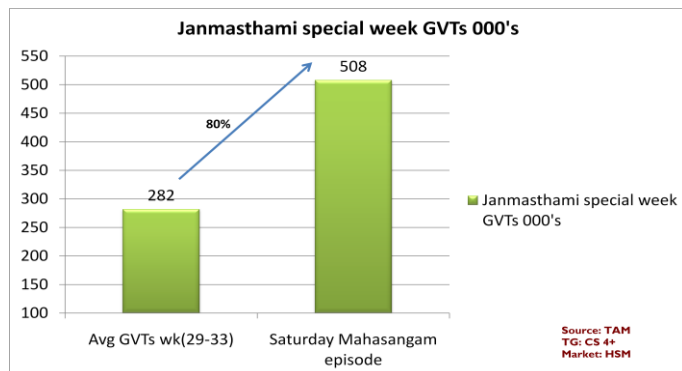
Mumbai, September 14, 2014: BIG MAGIC, *Chatpata Har Pal* is positioned as the one stop destination for humor is launching a series of festival specials under the umbrella of Mahotsav from Sep 25 onwards touching Navratari, Dussera, Karva Chauth, Diwali, Christmas and New Year. Navratri will have special episodes of *Ajab Gajab Ghar Jamai* and *Har Mushkil ka Hal Akbar Birbal*, Karva Chauth will focus on all the key shows and Diwali is being planned as a special 2 hours of musical entertainment on 18th Oct from 8pm onwards.

Each programming spike has been tailored basis research and feedback from audiences in its core markets across the Hindi heartland, to ensure an engaging and entertaining watch for the entire family. With some of the biggest faces in comedy like **Kiku Sharada, Delnaaz Irani, Kishwar Merchant, Upasana Singh, Humani Shivpuri and Sumit Vats**, from across its key shows of *Har Mushkiil Ka Hal Akbar-Birbal, Ajab Gajab Ghar Jamai* and *Uff! Yeh Nadaniyaan* the stage is set for BIG Magic to make this festive season truly magical.



BIG Magic credits itself for authentic festive celebrations layered with comedy to ensure the content resonates excellently with its audiences, while marketers get optimal ROI for their investment. In the recent past, festive specials for *Eid and Teej* on the show *Har Mushkil ka Hal Akbar Birbal* delivered an increase in viewership for the show across the HSM market. This special, played up the festive nuances along with some of the best performances by its artists.

Another festive special for *Janmashthami*, a very special celebration in the Hindi heartland, saw a programming special where all the shows amalgamated to offer audiences a splendid entertainment evening of song, dance laughter, converging on the show *Ajab Gajab Ghar Jamai*. This again delivered a spurt in reach, amplified by an excellent 360 degree marketing plan, with audiences flocking to catch the special.



Backed by insights, a clear understanding of what audiences seek in television entertainment riding on the festive spirit, content that provides an excellent family engagement and layered in comedy, the specials planned through the season are primed to deliver excellent results.



In addition to the regular festive spikes, the **BIG Diwali Mela**, the Diwali special, will see the most awesome rendition of celebrations around Diwali with artists from across shows coming together for a special celebration.

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** and Bihar and Jharkhand's No. 1 regional TV channel – **BIG Magic Ganga**, ensures partners on board the festive offerings on BIG Magic will get maximum value.

Commenting on the festive line up, **Mr. Lavneesh Gupta, COO, Reliance Broadcast Network** said, “The festive spikes have been mapped to ensure high relevance, community connect and excellent engagement. BIG Magic's reach to over 85mn households across the HSM's, coupled with the unduplicated incremental reach of 10% which the Channel delivers across the core markets of UP, MP and Rajasthan makes it an excellent platform for marketers to ride on, this festive season.”

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