

92.7 BIG FM adjudged Best Radio Broadcaster of the year at the 'Golden Mikes' Strikes 2 Gold and 2 Silver across four categories

Mumbai, December 21, 2011: Reliance Broadcast Network's radio arm 92.7 BIG FM, India's No.1 FM Network reaching over 4 crore Indians each week, was adjudged the '**Best Radio Broadcaster of the Year 2011**' at the prestigious 'Golden Mikes', the annual exchange4media Radio Advertising Awards.

92.7 BIG FM won the most important award of the year riding on its victorious run in four major categories. In the intensively competitive FM radio space, 92.7 BIG FM also brought home two Golds and two Silvers in the following categories:

- **Most Unique Programming Idea/ Concept - Gold Award - Actor Calling Actor:** Inspired by the father-son duo of a Bollywood family, Actor Calling Actor is a rib-tickling comedy that takes a potshot at the happenings of Bollywood. The habitual '*Shayar*' dad portrays the plight of his otherwise loser son in his trademark andaaz of 'Do Panktiyan'. His rhythmic sign-off '*Aisa hona to lazmi hai, phone jaldi se rakkho, call waiting par azmi hai*' is the most anticipated segment among listeners and runs right through the day.
- **Best Public service initiative by a radio station or a network of stations for self - Gold award: A** Public interest promo on a character who is a smoker and like many others only has a cursory glance (if at all) at the warning line on the cigarette packet which carries the message 'smoking is injurious to health'. The promo goes beyond the warning line to educate the character about the variety of dangerous ingredients in a cigarette and its eventual repercussions.
- **Most unique programming Idea / Concept - Silver award - Yaadon Ka Idiot Box:** This show has a unique storytelling and song format and has changed the way people consume radio as a medium, in India. The show takes people down memory lane through the best intertwining of story with music, taking the listeners through a one hour 'theatre of the mind' experience.
- **Best Public service initiative by a radio station or a network of stations for self - Short Song - silver award:** A humorous presentation of societal issues with a meaningful message and call for action. E.g. 'Saving Water' - this initiative has a character, a bathroom singer who is oblivious to the fact that he is simply wasting water whilst belting out the latest Bollywood hits.

Commenting on this development Reliance Broadcast Network said in a statement, "We are extremely pleased to have won the top honors at the prestigious Golden Mikes Awards from the exchange4media group. The maximum satisfaction that a medium such as ours gets is when it receives recognition from its peers on its various creative offerings. These awards are a tremendous encouragement for the entire team who has put in huge efforts to innovate with concepts which connect with listeners. We are thankful to all our stakeholders for their continued support and belief in the brand."

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 4 crore Indians each week. BIG CBS – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which has launched 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark. BIG MAGIC – marked the Company's entry into the regional entertainment space, positioned as India's only Channel exclusively for the Hindi Heartland. 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.



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