



BIG MAGIC'S Rendezvous with the All Time Classic Hindi Films for Hindustan

Mumbai, October 28, 2011: **BIG MAGIC**, the No. 1 Channel in the Hindi heartland, adds another spark to its programs. In its latest endeavor to live up to its promise of offering a variety entertainment destination to its viewers, the Channel is showcasing All Time Classic Hindi movies hand-picked up from the rich Bollywood library for BIG MAGIC viewers. Starting this weekend, Saturday & Sunday, October 29th & 30th, at 2.30pm, BIG MAGIC will showcase movies that are all time favorites and can be watched over and over again. These golden gems from the Hindi film library will simply change weekend leisure time for the better. In offering the best viewing experience to audiences, BIG Magic will recreate the magic and nostalgia of timeless celluloid tales.

As the TV viewer becomes more discerning, movies remain an important element of the overall programming mix. Movies have proven to be excellent reach builders and help garner greater eyeballs. The fact that movies have an instant connect with the viewer is undeniable as they continue to offer an extra value pack to Channels. While fiction continues to rule as the stable diet on entertainment channels, movies, especially on weekends, work as an excellent dessert. BIG Magic brings the line-up of the classic hits exclusively for its viewers.

The lineup of movies include some of the most enjoyable and entertaining movies like ***Chalti Ka Naam Gadhi***, where you see the three Ganguly brothers ***Ashok Kumar, Kishore Kumar & Anup Kumar*** together on screen just once. The film with its delightful music, popular songs, and light-hearted romance and laughter had millions of movie goers actually enjoying the film a number of times. It also has ***Madhubala***, who was once married to ***Kishore Kumar*** among the cast. There's also a ***Dharmendra & Hema Malini*** starrer, ***Dillagi***, one of the earlier hit films of the pair. This popular pair gave several hits together and viewers will love revisiting their romance. In the twenty first century when you have ***Ranbir Kapoor & Hrithik Roshan*** rocking ***Bollywood*** we bring BIG MAGIC viewers the hottest couple of the seventies, the heartthrob & teeny bopper pair of millions in the seventies, ***Rishi Kapoor*** with the bubbly and talented ***Neetu Singh***, in the super hit movie ***Jhoota Kahin Ka***. The film will bring back the youthful romance of the couple, who were much in love and tied the knot soon after. Today's hit director ***Rakesh Roshan*** too plays an important character in the film with ***Rishi & Neetu***. Another film to watch is the ***Anil Kapoor & Amrita Singh*** starrer, ***Chameli Ki Shaadi***, a youthful romantic movie that will still bring smile to your faces. These are just some of the movies...there's lots more to brighten your weekends.

With shows designed and created to give a high local connect; the channel has struck a chord with the audiences since the launch. And as BIG MAGIC brightens its weekends with ***Bollywood*** films, the viewers are sure to say ***Dil Maange More...***



Speaking about the new Hindi movie slot, **Anand Chakravarthy, Business Head of BIG MAGIC**, said: “Our existing weekend movie slot with blockbuster Hollywood dubbed films has met with good success and we take this forward with all time classic Hindi movies. BIG Magic has handpicked some of the finest films across decades which we are confident that this strategic programming spike will resonate well with viewers and also garner advertiser’s attention.”

Sr.No	Date	Movie Name
1	29 th October	Jhoota Kahin Ka starring Rishi Kapoor and Prem Chopra
2	30 th October	Chalti Ka Naam Gadi starring Ashok Kumar, Madhubala
3	5 th November	Dillagi starring Dharmendra, Hema Malini
4	6 th November	Chameli Ki Shaadi starring Anil Kapoor, Amrita Singh

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a multi-media conglomerate with play across radio, television, out of home and live entertainment. 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 crore 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 STREET – in the business of acquiring marketing rights for premium inventory and also acquiring long term premium inventory, across India. BIG LIVE – in the live entertainment business, the division develops, executes and markets Intellectual Properties, integrated across RBNL’s media platforms. All these business verticals come together to offer a truly integrated solution to clients having built significant multi-media capabilities. For more information, log on to: www.reliancebroadcast.com