

MEDIA RELEASE

BIG MAGIC STRENGTHENS DISTRIBUTION NETWORK WITH TATA SKY

CHANNEL GOES LIVE ON FEB 1, 2015 ON TATA SKY # 138

January 30, 2015. **BIG MAGIC**, the flagship Hindi general entertainment channel from Reliance Broadcast Network positioned as one stop destination for humor strengthens its distribution with India's leading Direct-To-Home (DTH) player, Tata Sky. BIG MAGIC shall now be available from 1st on February on Tata Sky channel no138 subscribers across the country. This move helps BIG MAGIC to gradually fortify its space in the comedy genre in India with original differentiated content.

This announcement enables Tata Sky to offer its viewers a differentiated content around comedy with BIG Magic's programming mix targeted to a relevant and discerning audience base across relevant markets. BIG MAGIC's original programming mix is a comical line up of hilarious sitcoms, a side splitting historical comedy; laugh out loud weekend specials, festive specials and comedy blockbuster films. Its shows include Har Mushkil Ka Hal Akbar Birbal, Uff Yeh Nadaniyan, Bal Gopal Kare Dhamaal and more catering to wholesome entertainment for each segment and age group. With new shows coming up centered around comedy, BIG MAGIC is poised to engage, enrich and entertain its new audiences across the country.

As mentioned by Mr. **Paolo Agostinelli, Chief Content and Business Development Officer, Tata Sky** - "For Tata Sky, catering to consumers across age groups with the growing preference towards comedy, BIG MAGIC as a channel would be a rather unique offer suiting the needs of our customers across the country. We will finally showcase the range of offerings from BIG MAGIC on our platform."

Speaking on the occasion, **Mr. Lavneesh Gupta, COO, Reliance Broadcast Network** said, "We are happy to announce our availability on Tata Sky, which allows BIG MAGIC to immediately grow its reach across the geography. We are confident of our product with differentiated comedy content and designed as per audience needs for the entire family. Strengthening our distribution spectrum is a strategic move towards focusing on growing the channel with additional new content that is expected soon."

BIG MAGIC is available across key DTH players such as Tata Sky, Airtel, Videocon, DD Free Dish, Dish TV, Reliance Digital TV along with Hathway, Incable, Digicable, DEN, 7 Star, ABS, Siticable, Star Broadband and GTPL amongst others.

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.

ABOUT TATA SKY

Launched in 2006, Tata Sky is a JV between the TATA Group and 21st Century Fox. The company has invested in state-of-the-art digital infrastructure, partnered with global leaders to provide superior technology and set-up high-end 24x7 call centers across the country manned by multi-lingual customer service associates. The Tata Sky brand has achieved significant milestones, industry accolades and is rated as the No 1 DTH brand by the ET Brand Equity 2012 most trusted brand survey. Recently Tata Sky+ HD has been rated as the 'Product of the Year', 2013 in the DTH category. The company currently has a presence in 36,000 towns with over 13.5 million connections.

For more information on Tata Sky, visit www.tatasky.com