



Lo Kallao Baat with Aman Verma, exclusively on BIG MAGIC

A hilarious talk show for Hindustan — UP, MP & Bihar

Starting June 6th, Monday to Thursday, 8.30 pm on BIG MAGIC

June 6, 2011: BIG MAGIC, India's first exclusive channel for the core Hindi heartland from the Reliance Broadcast Network stable, featuring locally relevant entertainment offers yet another show – Lo Kallao Baat. The Boisterous, socially irrelevant and politically incorrect, Lo Kallao Baat is a show hosted by the charming and equally funny Aman Verma, who will take viewers on a roller coaster ride of local happenings and news with a twist, celeb interviews, showcase of unique local talent, felicitating local achievers and lots more! His gang members, 'Miss tana tan' adds the oomph factor to the show also featuring 'Chotelal' the dumb reporter who adds to the chaos.

With an already superlative mix of shows ranging Darz kiya Hai, Lot Pot, Khiladi No. 1 and more audiences are already hooked and booked to the channel, given its local regional flavor and excellent programming mix. Lo Kallao Baat promises to further establish the leadership of BIG MAGIC, the already no. 1 channel amongst regional channels in the Hindi heartland.

Lo Kallao Baat will be amplified across the 11 radio stations of 92.7 BIG FM relevant to this region and will see an exhaustive 3 week content and promotional plan, accompanied with a very high decibel out of home plan, innovative media like autos and tempos to reach out every nook and corner of these markets, SMS push and content deployed on video sites like www.youtube.com/bigmagic.

Ramita Chaudhuri, Business Head, BIG MAGIC said, "Lo Kallao Baat, is a stand-up act by Aman Verma coveting biggest news and topical events with a seriously funny take. A mix of national and local entertainment news, events with *desi* flavor of local vibes, stand up acts, a live *desi* band, satirical songs, skits and spoofs, local talent & recognition of achievers. With its witty flavor of *Hindustan Ki Mitti*, the show will be the first of its kind in the regional television space that presents current topics from the region, with an electrifying humorous approach. This is in keeping with our endeavor to offer audiences a unique and highly engaging entertainment mix."

Stay tuned to ***Aman aur uski toil, la rahe hain hassi ki goli. Lo Kallao Baat*** from June 6th, Monday to Thursday, at 8.30 pm only on BIG MAGIC.

BIG MAGIC is distributed across all cable operators across the states of UP, MP and Bihar and spread across the likes of DEN, Digicable, WWIL, Hathway, Darsh and Maurya amongst others, reaching approximately 10 mn households in the heartland. The Channel will be placed on S-band, ensuring the channel is among the first 50 channels on the television sets, placed among the top Hindi GEC's, ensuring excellent opportunity to see. BIG MAGIC is supported with a high decibel integration plan on 92.7 BIG FM, Outdoor, and Mall Activation, play-out seeding in malls, print and local cable.



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 crores 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 and marketing of long term premium out of home inventory. BIG LIVE – This 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