



## MEDIA RELEASE

**MELE KA BIG STAR SEASON 2 CONTINUES TO ENTICE AUDIENCES IN THE RURAL HEARTLAND OF CENTRAL INDIA**

**REACHES OUT TO MULTIPLE ADVERTISERS AND PARTNERS GARNERING ADDITIONAL VISIBILITY FOR THE SHOW BEFORE COMMENCEMENT OF AUDITIONS**

**PROVIDES LOCAL ENTERTAINERS FROM THE BIGGEST MELAS IN THE REGION WITH THE OPPORTUNITY TO SHOWCASE THEIR TALENT**

**National, 12<sup>th</sup> December, 2012:** Even before auditions for **Reliance Broadcast Network Limited's BIG MAGIC** – the No. 1 regional general entertainment channel from the Hindi speaking heartland of Central India's **Mele Ka BIG Star Season 2** commence, the show is already a hit with marketers and advertisers alike. Reaching out to **partners from varied sectors**, Mele Ka BIG Star Season 2 promises to live up to its promise of providing audiences with the glimpse of the real India that resides in rural India. The show, which provides local entertainers from the biggest melas in the region with the opportunity to showcase their talent, is **all set to kick-start its auditions this December.**

Auditions to shortlist 32 finalists for Mele Ka BIG Star Season 2 will be conducted at 10 of the biggest melas in Central India including the **Kartik Mela in Ujjain, Dadri Mela in Ballia, Sonapur Mela in Saran, Chapra, Govind Sahib Mela in Ambedkar Nagar, Rajgir Dance Festival in Rajgir, Gwalior Trade Fair in Gwalior, Sankranti Mela in Narsimhapur, Khagra Mela in Kishanganj, Magh Mela in Allahabad and Aligarh Numaish in Aligarh.** After the first season ending on a high note, the promising second season has enabled amplification in engagement from multiple partners including presenting sponsor **Horlicks**, co-presenting sponsor **Clinic Plus**, powered by sponsor **Hamdard**, associate sponsors **Boroplus** and **Eveready**, and oral care partner **Dabur Lal Dant Manjan.**

Speaking about the associations, a **channel spokesperson** said, "The overwhelming response which we received for the first season of Mele Ka BIG Star was a great motivator. For the second season of the show, we are upping the ante. By utilizing RBNL's multiple media platforms for promotions which include print initiatives, OOH, on-ground activation, radio and more, we are sure that we will be able to reach out to a larger cross section of audiences. We are sure that the platform will also enable marketers and advertisers to amplify their reach while gaining further visibility for their respective brands."

**Mele Ka BIG Star Season 2 auditions will cover 10 of the biggest melas from the rural heartland of Central India while providing local entertainers with the unique platform to showcase their talent. The show will air on BIG MAGIC.**



About 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 a part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. It houses the following verticals: 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 with 4 Channels - Prime, Love, Spark and the first international Punjabi Channel - Spark Punjabi; BIG MAGIC – positioned as India's only variety entertainment Channel for the Hindi Heartland; BIG PRODUCTIONS – the television content production division of the Company caters to the creative needs of the Indian television landscape; BIG STREET – acquires and markets long term premium out of home inventory. The Company also distributes Bloomberg TV India, India's premier business news channel as part of its television bouquet. For more information log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)

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