



Tuhada Apna Punjabi Channel

PRESS RELEASE

SPARK PUNJABI LAUNCHES 4 NEW SHOWS

'BIG PUNJABAN' TO SHOWCASE THE TALENT AMONG THE HOUSEWIVES OF PUNJAB

3 HINDI SHOWS FROM THE BIG MAGIC BOUQUET 'HUM HAIN BAJRANGI', 'PYAAR YA DEHSHAT' AND 'POLICE FILES' TO TARGET THE HINDI SPEAKING AUDIENCES

STRENGTHENS LEADERSHIP WITH EXCITING NEW CONTENT STRAIGHT FROM THE HINDI HEARTLAND

Chandigarh, 22nd September, 2012: SPARK PUNJABI, the first international Punjabi Channel for the region covering Punjab, Haryana, Chandigarh and Himachal Pradesh (PHCHP) from the joint venture between Reliance Broadcast Network and CBS Studios International is launching **four new shows** sprucing up its weekday primetime offerings. **Starting September 24th**, every Monday to Thursday, SPARK PUNJABI will showcase the second season of **BIG Punjaban** along with three of the most popular shows from the BIG MAGIC bouquet of show, **Hum Hain Bajrangi**, **Pyaar Ya Dehshat** and **Police Files** targeted at the Hindi-speaking audiences.

Through the launch of these 4 shows, SPARK PUNJABI continues to stay true to its promise of delivering variety entertainment catering to different audience groups.

BIG Punjaban is a talent-based reality show that offers the housewives of Punjab with a unique platform to showcase their skills, personality, creativity and talent, and showcase their abilities which deserve recognition and appreciation from society. Currently in its second season, auditions for BIG Punjaban have been conducted across various cities which include Chandigarh, Ludhiana, Amritsar, Jammu, Patiala and Jalandhar among others in the hunt for quarter-finalists who will then compete to win the ultimate BIG Punjaban title. The show will be hosted by popular Punjabi personality, **Joe Baath**. The show will air at **5.30pm** with a repeat telecast at 8.30pm.

Hum Hain Bajrangi is a mythology-cum-fantasy sitcom about the strong belief and devotion of Hanumanji. It is a simple and heartwarming story of transition of a powerless and meek youngster to a super hero with help from Hanumanji who empowers him with his knowledge and teachings. The story focuses on the relatable and everyday situations that audiences experience in life. Actor **Sachin Sharma** will be playing the challenging role of Bajrangi in the show that will air at **9.30pm**.

Pyaar Ya Dehshat is a show on love stories gone wrong. The presents to audiences brilliantly dramatized real cases where the emotion of love escorts the way to murders, rape and assault. Where lovers turn into criminals...all in the name of love! Hosted by actors **Anuj Saxena** and **Nausheen Ali Sardar**, the show highlights a different story in every episode without revealing the true identity of the characters entwined in these outrageous yet real cases. The show will air at **10.00pm**



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Police Files is a crime show that takes audiences through real-life stories of ghastly crimes. Popular television actor, **Amar Upadhyay** will be seen hosting the show that will bring forth criminal offenses and cases that haunt the local populace. The show goes a step ahead and empowers viewers to be better equipped to deal with criminal situations through discussions with psychiatrists, real lawyers and the real police, who shed light on the reason, rationale, signs to look out for and more, when it comes to dealing with crime in the region. The show will air at **10.30pm**.

Speaking about the launch of the new shows, a **Company Spokesperson** said, *“By bringing forth original Hindi productions from BIG MAGIC – a channel that caters to the Hindi heartland of Central India, we are looking at reaching out to a wider set of audiences while living up to our promise of providing varied entertainment options to our viewers. BIG Punjaban, Hum Hain Bajrangi, Pyaar Ya Dehshat and Police Files are shows that will connect with different audience segments across households in Punjab, and we are confident that these shows will do exceedingly well while offering unparalleled entertainment to SPARK PUNJABI viewers.”*

All four shows, BIG Punjaban, Hum Hain Bajrangi, Pyaar Ya Dehshat and Police Files will go on air starting Monday, 24th September 2012 and will be telecast every Monday to Thursday only on SPARK PUNJABI.

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 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 UTV, India’s premier business news channel as part of its television bouquet. For more information log on to: www.reliancebroadcast.com*

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