



MEDIA RELEASE

BIG MAGIC LAUNCHES SEASON 2 OF 'MELE KA BIG STAR'

SHOW TO COVER BIGGEST MELAS OF HINDI HEARTLAND FOR RURAL TALENT HUNT AS IT AIRS ON BIG MAGIC AND 92.7 BIG FM

PROVIDES A PLATFORM FOR LOCAL ENTERTAINERS TO SHOWCASE THEIR TALENT

National, 26th September 2012: After the tremendous response received by its first season, BIG MAGIC, India's first variety entertainment channel for the core Hindi heartland from the Reliance Broadcast Network stable, featuring locally relevant entertainment around Humor, Movies, Reality, Talent Hunts and Action Sports, which has already created some extremely successful local and highly engaging properties like BIG Memsaab and Bal Kalakaar is now announcing the second season of **Mele Ka BIG Star**. To be launched across Uttar Pradesh, Madhya Pradesh, Jharkhand and Bihar, **Mele Ka BIG Star** presents a unique opportunity to regional talent to go beyond the local mela and showcase their skills which include singing, dancing, stunts, mimicry, acrobatics and more, to the entire country.

The first season of the **Mele Ka BIG Star** witnessed an overwhelming response from both – the audiences and advertisers. With over 1000+ performances and a direct reach of 2.5 lakh people across all age groups and sections of the society, the show was an instant hit owing to its local connect. Over 40 unique talents from 10 melas were selected from the on ground auditions for the television series. A special 10 episode television series saw the journey of these entertainers competing for the final trophy.

Mela is an integral source of recreation in rural India and holds a significant position among the masses. The incredible talent housed in the oft unnoticed rural parts of Central India comes to the forefront during the mela. However, through the platform provided by BIG MAGIC, these faces receive national recognition. **Mele Ke BIG Star** is a unique reality show which covers the biggest melas of the Hindi heartland and identifies talent from these places for a special television series. The program is an innovative mix of on ground activation and media integration which offers dual value to brands. In addition to this the high decibel marketing approach towards the show facilitates an extensive forum for marketers to connect with their consumers directly. The show will reach out to approximately 70 lakh viewers every week on BIG MAGIC, and 25 lakh listeners per week on 92.7 BIG FM and will be promoted extensively through print, television and radio.

Speaking about the show, **Vineet Mittal – Business Head, BIG Rural** said, *"Melas are used as a primary medium to reach out to semi-urban and rural masses. Every mela creates its own unique platform to showcase the best in-house talent while building mass appeal. **Mele ka BIG Star** is a one-of-its-kind opportunity which will not only help to build a long term bond with the consumers but will also amplify this association beyond the traditional mela areas through BIG MAGIC – an exclusive channel for the Hindi heartland."*

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, USA’s No. 1 TV broadcaster which has launched 4 Channels, BIG CBS Prime, BIG CBS Love, BIG CBS Spark and the first international Punjabi Channel Spark Punjabi; BIG MAGIC – marked the Company’s entry into the regional entertainment space, positioned as India’s only Channel exclusively for the Hindi Heartland. Added to this robust bouquet, the Company also distributes BloombergUTV, India’s premier business news channel. In the space of live entertainment the Company has BIG LIVE a division which develops, executes and markets Intellectual Properties, integrated across RBNL’s media platforms and synergizing excellently with this division is BIG PRODUCTIONS a division which functions as a television content production house catering to the diverse creative needs of the Indian television landscape; In the out of home space, the Company has BIG STREET – which is in the business of acquiring and marketing of long term premium out of home inventory. For more information, log on to: www.reliancebroadcast.com

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