

## MEDIA RELEASE

### **BIG MAGIC GANGA LAUNCHES FIRST EVER REGIONAL BIOPIC SERIES 'GANGA GAURAV'**

**SERIES TO SHOWCASE HEROIC TALES OF LEGENDS WHO BROUGHT PRIDE AND GLORY TO THEIR BIRTH LAND**

**MUNSHI PREMCHAND, BABU KUNWAR SINGH, BIRSA MUNA AND DR. RAJENDRA PRASAD TO FEATURE IN THE SPECIAL**

**PROGRAMMING INNOVATION OFFERS AN ENGAGING WATCH AND AN EXCELLENT PLATFORM FOR MARKETERS**

**Patna, November 13, 2014...** Taking pride and reverence in the region's brilliant history, **BIG MAGIC Ganga**, the

No. 1 regional channel for Bihar and Jharkhand region, announce its latest innovation **Ganga Gaurav**. The upcoming series, a first of its kind, will bring forth inspiring stories of legends for their contribution in the field of arts, literature, music, sports, social reforms, history or politics. With Ravi Verma as the *Sutradhar*, this



special biopic series based on real people and their real stories of pride and achievement, kicks off on November 15<sup>th</sup> and will air each Saturday at 8:30pm.

**Ganga Gaurav** will present a series on the contribution of these heroes who have been revered and admired through an interesting 30 minute special which will feature an excellent story board along with interesting trivia and rich content through interviews with family and friends, revealing interesting personal information. Supported strongly by research the show will feature a blend of authentic information collected from books, articles, interactions at different stages of their lives, which will be deeply rooted in the region and hence poised to be lapped by audiences.

Featuring in this special biopic series will be the likes of Munshi Premchand, Babu Kunwar Singh, Birsa Muna, Dr. Rajendra Prasad, Bismillah Khan and others who not only stand apart for their contribution to the society, but also instill great pride in the people of the region.

Commenting on the new show launch, **Mr. Lavneesh Gupta, COO, Reliance Broadcast Network** said, "BIG MAGIC Ganga has built itself to the No. 1 player of the region on the back of distinctive offerings basis in-depth local research. Created around the pegs of pride of association and culture we are very happy with the way Ganga Gaurav has shaped. The first ever regional biopic series, we are confident of it being a hit amongst audiences, while offerings marketers an excellent platform."

Ganga Gaurav will be promoted through an aggressive multi media campaign across TV, Radio, OOH, Print and Digital. The channel will also promote the show heavily through on ground local activations.

BIG Magic Ganga is available on Hathway, Incable, Manthan, Digicable, GTPL, Siti Cable, Maurya, DEN, Dish TV, Airtel Digital and Reliance Digital TV and other all independent operators.

**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](http://www.reliancebroadcast.com)*