



92.7 BIG FM AND HAJMOLA LAUNCH THE SECOND SEASON OF 'HAJMOLA CHATPATA NO.1'

UNIQUE TALENT HUNT AIMED AT FINDING THE BEST IN STAND UP COMEDY FROM UTTAR PRADESH AND BIHAR

AUDITIONS TO BE HELD ACROSS 80 TOWNS IN UP AND 40 IN BIHAR STARTING 11th OCTOBER

WINNER GETS OPPORTUNITY TO ACT IN BIG MAGIC'S COMIC CAPER "AJAB GAJAB GHAR JAMAI" AND MEET SUPERSTAR AJAY DEVGAN

Mumbai, October 6th 2014: Following the successful run of the first season of Hajmola Chatpata No.1, **92.7 BIG FM** and **HAJMOLA**, are proud to take the mega comedy talent hunt to the next level with the launch of season 2. Hajmola Chatpata No.1, which saw an overwhelming response with over 5000 people participating in the first season, has announced the second edition auditions across 80 towns in UP and 40 in Bihar where they will be hunting for the best in stand-up comedy. The campaign had also witnessed the brand reaching out to 80 lakh people through various mediums and increase in market share.

Launching on 11th October 2014, 92.7 BIG FM and HAJMOLA invite people with a natural flair for comedy to showcase their talent by auditioning at this one-of-a-kind contest as both individual entries and pairs (jodis). The mobile audition booths will travel across 120 towns in UP and Bihar along with City Finales in the cities of Agra, Allahabad, Bareilly, Jhansi, Kanpur, Gorakhpur, Varanasi and Patna. This month long campaign will be promoted and amplified through branded content on 92.7 BIG FM's radio stations. After a series of selection processes, Hajmola Chatpata No.1 will culminate in a Grand Finale event at Kanpur. The lucky winner gets a chance to make his/ her acting debut in BIG MAGIC's hit comedy caper "Ajab Gajab Ghar Jamai" along with a golden opportunity to meet Bollywood Superstar Ajay Devgan. Along with this it will be promoted heavily through the Facebook page of the property www.facebook.com/HajmolaChatpatano.1

Commenting on the campaign **Mr. Vineet Mittal**, Business Head, BIG RURAL said, "It gives us great pleasure to have DABUR on board again. After profiling eminent comedy talents in season 1, 92.7 BIG FM in association with DABUR is back to offer the platform which showcases comedy talent with a promise of a whole lot of laughs in the upcoming season. With our extensive reach, we aim to associate with brands to create ongoing, far-reaching, cross-platform content driven by great entertainment."

Speaking about the initiative, Sunil Sharma, Head Consumer Activations, Dabur India said, "The success of the **first season of Hajmola Chatpata No.1** has helped us not only enhance our mind share but also accelerate our sales and distribution growth. We are looking forward to the opportunities that season 2

of Hajmola Chatpata No.1 will open up by breaking the monotony of communication and engaging audience in an hilarious manner. Hajmola, as a brand endorsed by Bollywood actor Ajay Devgan, has over 50% share of the branded digestive tablets market in India with over 2.4 crore Hajmola tablets being consumed in India daily.”

Hajmola over the years has been endorsed by stars from various fields including names like Amitabh Bachchan & Kapil Dev. Ajay Devgan is the current Brand Ambassador of the brand. The promotion for Season 2 will be conducted in three phases namely - teasers, auditions and the grand finale. It will also witness a multi-media campaign across print, TV, on ground and digital giving brands an opportunity to increase their presence in key markets like UP and Bihar. 92.7 BIG FM with its 45-station network has a strong foothold in Hindi speaking markets and UP being a key market will allow advertisers to leverage their brands through this campaign.

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