

MEDIA RELEASE

BIG MAGIC GANGA PRESENTS FIRST EVER LIVE EVENT FOR CHATT POOJA

ON AIR INNOVATION WITH SPECIAL DEVOTIONAL PROGRAMMING FROM THE 25TH – 30TH OCTOBER

ON GROUND SPECIAL EVENT ON THE 29TH IN PATNA

AN EXCELLENT OPPORTUNITY TO ENGAGE WITH A HUGE AUDIENCE BASE IN THE REGION



Patna, October 15, 2014...Backed by the success of its last on ground event *Jai Baba Baijanath* in Deogarh – Jharkhand **BIG MAGIC Ganga**, the flagship No. 1 regional entertainment channel from the Reliance Broadcast Network bouquet is all set to launch its second mega on-ground property *Jai Chhatti Mai* with Bhojpuri superstar Nirahua. The special is pegged on the region's biggest festival *Chatt Pooja* and is yet another innovation from the region's No. 1 television channel. *Jai Chhatti Mai* will see programming elements come into play on BIG Magic Ganga from the 25th to the 30th of October titled *6 Din Pawan Chatt Ke* packed with biggest celebrities of region like Manoj Tiwari, Nirahua, Malini Awasthi, Gopal Rai, Devi and host of other stars. It will see a huge amplification through a LIVE musical event from the Ganga Ghats of Patna on the 29th of October.

Backed by the insight that religion and festivities rule the hearts and pulse of audiences, the special offering has been crafted to ensure an entertainment package with excellent appeal. Additionally, in keep with the learnings from a recently held on-ground show titled *Jai Baba Baijanath* with singing star Pawan Singh, which saw more **20,000** audiences engage with the on ground event and **millions** tuning to watch it on television. It delivered GVT's of 29 (000'; in CS 4+; Wk 1-36; Bihar & Jhk), BIG Magic Ganga is all set to create another success story through this property.

On air from 25th – 30th of October:

| Time | Chatt Special Show Name | Descriptor |
|----------------|------------------------------|--|
| 7:00 - 7:30am | <i>Prabhu Se Preet Lagai</i> | A musical special for Chatt Pooja, featuring Pandit Ram Charan Dubey's discourse on the festival, accompanied by music |
| 7:30 - 9:00am | <i>Bhakti Sagar</i> | Chatt special album music |
| 9:00 - 9:30am | <i>Ram Charan Sukhdaai</i> | Special episodes on Chath with a celebrity singer performing devotional Chatt themed songs with Malini Awasthi |
| 9:30 – 10:00am | <i>Pawan Chatt</i> | Special Chath musical with Manoj Tiwari |

On ground on 29th of October:

A live musical extravaganza on the ghats of the river Ganga which will see superstar Nirahua along with singing stars like Gopal Rai, Devi Ajit Anand, croon hand-picked Chath songs which are most popular during the Chatt celebrations. With the ghats known to have devotees through the river banks to perform the Chath pooja, the event has been superbly timed with a venue perfectly chosen to ensure optimal connect with audiences.

The offering will see a multi-media marketing campaign across radio, television, outdoor, on ground and digital.

Commenting on this enormous event, **Mr. Lavneesh Gupta, COO, Reliance Broadcast Network** said, "As the No. 1 Channel of the region BIG Magic Ganga is connecting with the region's largest festival, connecting through the cultural ethos of the state. We are taking a bold initiative of organizing for the first time ever a live event on the banks of the Ganga, which is televised. This becomes our live initiative also offering

The largest offering from the regions No. 1 player, making it an annual offering which will be revisited each year.

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