

BIG MAGIC GANGA ANNOUNCES HOLI SPECIAL WITH WEEK LONG CELEBRATION
ANNOUNCEMENT BY RAVI KISHAN, POPULAR ACTOR WITH HIS BHOJPURI FILM PANDITJI
BATAI NA BYAH KABH HOI – 2 STAR CAST

**NOW ALSO AVAILABLE ON VIDEOCON D2H #859, ENSURING REACH TO MIGRATORY
POPULATION ACROSS INDIA**

Mumbai, March 4, 2015...**BIG MAGIC GANGA**, the No. 1 general entertainment channel of Bihar & Jharkhand, and the *Purvanchal region* is announcing Holi Celebration with week long programming starting 6th March called Faguaa. This announcement was made by **Ravi Kishan** and the spectacular Bhojpuri actress **Shinjini Kulkarni** of *Panditji Batai Na Byah Kabh Hoi-2* in Mumbai.

BIG Magic Ganga from Reliance Broadcast Network is a general entertainment channel that highlights the pride and culture of the Bhojpuri population across the country. With a programming mix of fiction & non fiction, the channel is a representation of the entertainment needs of people from the region. The Channel is now also available on Videocon d2h # 859, along with Reliance Digital TV and Dish TV.

BIG Magic Ganga built on local insights with a deep cultural connect has shows pegged on festivities and devotion, offering entertainment which can be watched by the entire family. In keeping with the same, **Big Magic Ganga** will celebrate the festival of Holi with exciting content as follows:

7:30am | Bhakti Sagar

10:30am | Holi Dangaal

4:30pm | Jogira Sara Ra Ra

9:00pm | Bhakti Samrat

10:30pm | Holi ki Hurdang

Through the day on 5th and 6th of March | Holi Thitholi

The celebrations were held over a press conference which saw the film cast and popular singers Udit Narayan and Javed Ali being present launching the film music. Given the perfect festive environment, the film also launched its first look for the media.

Speaking on the occasion, **Lavneesh Gupta, COO of Reliance Broadcast Network** says, **“Big Magic Ganga** provides pure and clean culturally enriching content for the entire family and that is what has made us connect with the region or migrants across the country understanding their needs of entertainment and reflection of the region. We wish all our viewers and partners a very happy and colourful Holi and look forward to continuing to entertain with our un-matched and locally enriching programming mix.”

Big Magic Ganga is available on national carriage platforms like Videocon D2H, Reliance Digital TV, Airtel TV and Dish TV and now also available on Videocon D2h services.

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

About the film: Panditji Batai Na Byah Kabh Hoi-2

Love struck Butan is in a dilemma after his beloved Sweety's father puts a condition on his marriage proposal. Butan has to build his own house, which is difficult as he neither has land nor the money to buy it. Together with his friends who are also in desperate need of money, Butan robs a bank of 16 Crore rupees. What ensues is an endearing tale of romance, laughter and full on entertainment where the audiences will find out what the trio does with such a lump sum amount. Do they get what they wanted? Or does their life turn topsy turvy forever?