

**Press Release**

**For immediate dissemination**

## **Bollywood Ka Favorite show, The BIG 30 Countdown on 92.7 BIG FM, now becomes Mumbai's No. 1 show**

**Mumbai March 4, 2011:** Bollywood loves it, dreads it, speaks about it, but surely doesn't want to miss it! The most loved show of Bollywood biggies, the '**BIG 30 Countdown**' on 92.7 BIG FM, the radio arm of Reliance Broadcast Network Limited (RBNL), is now also the most heard radio show in the evening drive time. The RAM results for week 6 (Source: RAM Week 6, absolute share 6-9pm), clearly establishes BIG 30 Countdown as the No. 1 show across all evening drive radio shows with a 16.6% share. A clear lead of 3% over the next competitor.

This popular show, a countdown of the latest songs, peppered with the hottest gossip from Bollywood, in a typical over the top Bollywood delivery makes it a hit with the listeners. RJ Nitin, his notorious prankster style and 'dare to ask' attitude makes him the most wanted RJ of Bollywood. His guest list includes the likes of Amitabh Bachchan, Akshay Kumar, Ranbir Kapoor, Salman Khan, Abhishek Bachchan, Deepika Padukone, Vidya Balan, Priyanka Chopra, Hrithik Roshan and many more.

BIG 30 Countdown airs from Monday to Friday between 6-9 pm in Mumbai. The same show is aired across the 35 Hindi-speaking markets of 92.7 BIG FM, thereby giving listeners an entertaining take on Bollywood, right from the city where all the action is.

Delighted with the success, **Soumen G Choudhury, Business Head 92.7 BIG FM** said, "We always strive to delight our listeners through well researched and innovative programming. Countdown is an evergreen format but what has made it a huge success is the treatment and the content of this show compared to an array of others that are on air. It is an extremely over the top Bollywood flavoured show, where Bollywood celebs unleash themselves, revealing the most well guarded facts about them. All this in Nitin's eminent style."

**RJ Nitin** says: "I have a deep connect with my listeners and it always feels great to receive recognition. It is exciting that they have enjoyed my show and I will continue to entertain them with more fun and excitement on the BIG 30 COUNTDOWN. So stay tuned for some daily bollywood masala, the Biggest Stars and the latest Chartbusters to set your mood right for the evening... Thanks a Ton!"

**About Reliance Broadcast Network Ltd.**

*Reliance Broadcast Network Limited is a multi-media conglomerate with play across radio, television, out of home and live entertainment. It is part of the Reliance ADA Group and specializes in creating and executing integrated media solutions for brands.*

*92.7 BIG FM – India's largest FM Network with 45 stations, reaching over 3.57 crore Indians each week.*

*BIG CBS – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which is launching 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark.*

*BIG STREET – In the business of acquiring marketing rights for premium inventory and also acquiring long term premium inventory, across India.*

*BIG LIVE – In the live entertainment business, the division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms.*

*All these business verticals come together to offer a truly integrated solution to clients having built significant multi-media capabilities.*

*For more information, log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*