

The logo for Reliance Broadcast Network, featuring the word "RELIANCE" in white capital letters on a blue rectangular background.

Broadcast Network



**RELIANCE BROADCAST NETWORK LIMITED LAUNCHES NEW BHOJPURI CHANNEL
'BIG MAGIC BIHAR AND JHARKHAND'**

LOCAL INSIGHT DRIVEN CONTENT AND STRONG PERFORMING SHOWS TO ENHANCE REACH TO THE SMALLEST TOWNS IN THE REGION

CHANNEL TO CREATE A TRUE 360-DEGREE CONSUMER ENGAGEMENT PLATFORM FOR MARKETERS

Mumbai, January 12, 2013: After successfully establishing itself as a strong regional player in Central India with its channels BIG MAGIC and BIG RTL Thrill, Reliance Broadcast Network extends the BIG MAGIC lineage to strengthen its foothold in the regional markets with its new **Bhojpuri Channel BIG MAGIC Bihar and Jharkhand**. The Channel will reach audiences not only across the larger markets of **Dhanbad, Muzaffarpur, Gaya, Bhagalpur, Arrah, Jamshedpur and Ranchi**, but will also **penetrate deeper into the Tier II and Tier III towns** making for unparalleled reach to the smallest towns in Bihar and Jharkhand. The first look of the channel was **unveiled by Bhojpuri superstar Ravi Kishan** who comes on board as **the host of Police Files**.

Armed with a mission to champion the resurrection and promotion of Bihar and Jharkhand's rich entertainment and culture, the Channel will pilot concepts and offerings that are a true reflection of the culture of the region. While names of several shows from the mother channel - BIG MAGIC will be extended to the new Channel, its content will be in the local dialect of Bhojpuri with fresh production of shows relevant to this region. Some of these shows include **Police Files with Bhojpuri superstar Ravi Kishan, Pyaar Ya Dehshat with folk-singer Malini Awasthi, Superhit Bhojpuri films**, special Bhojpuri music shows like **MAGIC Top 20**, popular reality show **BIG Memsaab**, upcoming youth talent hunt **BIG FAME STAR** and another unique property called the **BIG Annual Kids Talent Awards**.

Bihar and Jharkhand become a natural extension for BIG MAGIC, with the region being **home to about 110 million people**. The economy of Bihar has grown at **13.1% in 2011-12 making it the fastest growing State** for the second year in a row. Jharkhand has also displayed phenomenal growth as its **GDP has grown from 3.71% in 2002 to 8.7% today**. BIG MAGIC Bihar and Jharkhand is poised to become the destination the entertainment destination for a **cross-section of audiences 25-44 M/F, Sec ABCD**.

While the Channel will have a natural edge with the augmentation from the already well established **BIG MAGIC** brand, it will also get speed to market from Reliance Broadcast Network's radio network **92.7 BIG FM**. Radio and television is a proven media combination that delivers greater reach and impact for brands and the unmatched combination of the leading television and leading FM platform in the Hindi heartland.

Speaking about his association with Police Files, **Bhojpuri superstar Ravi Kishan** said, "I am very excited to be a part of the BIG MAGIC Bihar and Jharkhand family for their crime show Police Files. Having worked in Bhojpuri films, I understand the significance of having a Bhojpuri channel which will feature the local flavor. I am sure that my fans will enjoy watching me on Police Files and will make it the No.1 show in the region."

Speaking at the launch of BIG MAGIC Bihar and Jharkhand, **Mr. Sunil Kumaran, Business Head, Regional TV, Reliance Broadcast Network** said, "BIG MAGIC Bihar and Jharkhand is RBNL's first foray into the Bhojpuri entertainment space. We believe there is tremendous potential in the regional markets and it is these emerging markets like Bihar and Jharkhand, which are delivering enormous growth both in terms of audience maturity as well as marketers' increasing demands to reach these markets. We are confident that the deep engagement and impactful multimedia properties which will be aired on the channel will result in better cost efficiencies making for unmatched returns on media investments."



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Ensuring robust reach, the Channel will be distributed across **80 networks** of the region, reaching **77 towns** across Bihar and Jharkhand. The Channel will be also distributed across local cable networks like Maurya, DEN, Darsh etc. and will also be available on Reliance Digital TV.

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a media entertainment conglomerate with play across radio, television, intellectual properties and television production. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. The company houses the following verticals: 92.7 BIG FM – India’s largest FM Network with 45 stations, reaching over 4 crore Indians each week; BIG CBS Networks – A joint venture with CBS Studios International, offering 3 English Entertainment Channels - Prime, Love, Spark, as well as a regional General Entertainment Channel for the PCHP region called Spark Punjabi; BIG RTL THRILL – the first channel from the Company’s joint venture with Europe’s RTL Group, targeted at male audiences and is positioned as the ultimate action destination; BIG MAGIC – a regional General Entertainment Channel for the Hindi heartland, which has also expanded into the US, Canada and Australia under the brand name BIG MAGIC INTERNATIONAL; BIG PRODUCTIONS – the television content production division that caters to the creative needs of the diverse Indian television landscape. Reliance Broadcast Network also distributes Bloomberg TV India, the country’s premier business news channel as part of its television bouquet. For more information log on to www.reliancebroadcast.com

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