

**MEDIA RELEASE****BIG MAGIC LAUNCHES '100% UP WALE / 100 % MP WALE'  
FOR UTTAR PRADESH AND MADHYA PRADESH****BACKED BY THE SUCCESS OF 'CHOOSE YOUR SET TOP BOX WISELY CAMPAIGN',  
TAILORS SIMILAR CAMPAIGN FOR CENTRAL INDIA****CAMPAIGN AIMS AT EMPOWERING CONSUMERS IN THE REGIONS, WITH INFORMATION TO  
OPTIMIZE ON IMPENDING DIGITIZATION & ENABLES OPERATORS TO BUILD THEIR BRAND  
EQUITY****6 WEEK CAMPAIGN ACROSS RADIO, TELEVISION AND DIGITAL**

**Mumbai, April 25, 2012...**Backed by the success of its extensive campaign titled '**Choose Your Set-Top-Box Wisely**' which aimed at increasing awareness and empower consumers with adequate information to make the right choice while choosing their set top boxes and also enabling operators to build their brand equity in the Metros, Reliance Broadcast Network is now taking the initiative into the Hindi Heartland of Uttar Pradesh (UP) and Madhya Pradesh (MP) with the second leg of this campaign. Built on a creative idea of "100% UP WALE / 100% MP WALE" this campaign will also serve the purpose of driving awareness of impending digitization and empower consumers to make the right choice when choosing a DTH/ Set Top box. Additionally the campaign also provides operators a chance to build preference and equity for their own offerings.

The campaign creative idea reflects the uniqueness of this region ranging from the *chikan kurtas of Lucknow* to *Banarasi paan* to the *pedas of Mathura* to romancing at *Meghdoot Gardens* and praying at the *Bade Ganpati ka Mandir*, and the finally the channel of the region - **BIG MAGIC!**

The campaign will be rolled out across BIG MAGIC and the 11 radio stations of 92.7 BIG FM's leading network in the Hindi Heartland. Suffice to say the campaign will receive significant media weights to create the desired impact.

With digitization set to revolutionize the television viewing experience, and operators gearing to undertake activities to build their brand equity and ensuring that they gain from the eminent shake-out, consumers also need to understand that the power to enhance their television viewing experience will now lie with them and this campaign aims at helping both operators and consumers alike. **Reliance Broadcast Network's BIG MAGIC**, which has only just completed a year of launch, has already become the leading channel of the region with its exciting content and programs that range *BIG Bal Kalakaar*, *BIG Memsaab*, *Hasya Panchayat* and newly launched shows *Hum Hai Bajrangi*, *Police Files & Mele ka Big Star* and more.

The multi-media campaign will be a 6 week campaign spread across television, radio, OOH, Print and digital, will be one of the largest initiatives in the regional space by any broadcaster.

**Reliance Broadcast Network Ltd.**

*Reliance Broadcast Network Limited is a multi-media entertainment conglomerate with play across radio, television, intellectual properties and out of home. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. It 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 – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which has launched 4 Channels, BIG CBS Prime, BIG CBS Love, BIG CBS Spark and the first*

*international Punjabi Channel Spark Punjabi; BIG MAGIC – marked the Company's entry into the regional entertainment space, positioned as India's only Channel exclusively for the Hindi Heartland. Added to this robust bouquet, the Company also distributes Bloomberg UTV, India's premier business news channel. In the space of live entertainment the Company has BIG LIVE a division which develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms and synergizing excellently with this division is BIG PRODUCTIONS a division which functions as a television content production house catering to the diverse creative needs of the Indian television landscape. For more information, log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*