

ETV NETWORK & BIG Productions tribute to the Indian Housewife... Launch New Game Show – SUPERWOMAN in 3 Languages

To be aired on ETV – Marathi, Kannada and Telugu

Mumbai, 4th November 2011: Viewers can now gear themselves for some excitement as **ETV Network** and **BIG Productions** present a refreshing new game show called **SUPER WOMAN** on the **ETV Network**. This path-breaking program is an ode to the resilient Indian housewife and showcases the innovative manner in which she handles any challenge thrown at her.

After its success on ETV Telugu, ETV Network decided to take their homegrown format to other languages such as Marathi, Telugu and Kannada and associated with **Big Productions** to simultaneously produce **SUPER WOMAN in Marathi, Telugu and Kannada**. The Telugu edition called '**Paripoorna Mahila**' began telecast on October 16th while the Marathi and Kannada editions called '**Super Woman**' and '**Paripoorna Mahile**' respectively went on air on October 30th on the respective channels of the ETV Network.

In the show, contestants selected through extensive auditions will be pitted against each other and tested on various attributes such as Intelligence, Spontaneity, Articulation, Attire, Style, Poise, Body language, Confidence and Nativity. The contestants will participate in a series of 1 minute games which will reveal the superwoman inside her and the world will see the efforts they take to manage every task, from taking care of children to managing the household budget among many others.

These uniquely crafted shows will have some glamorous hosts and Brand Ambassadors. The Marathi show is hosted by the popular actor **Aniket Vishwasrao** with the gorgeous **Vidya Malvade (Chak De India fame)** being its Brand Ambassador. Similarly the Telugu and Kannada shows will be hosted by popular TV anchors **Shilpa Chakravarthy** and **Rachana Krishnamurthy** respectively. The Brand Ambassadors for the same will be the glamorous & versatile actors **Bhoomika Chawala** in Telugu and **Neethu** in Kannada.

The judges for all three languages are also well known names. Prashant Damle & Mrinal Kulkarni the popular Marathi movie stars will be the judges in Marathi. Dr. Chandrawathi, AP's youngest MLA and a medical doctor to boot & Dr. Padmaja Reddy who holds a doctorate in Kuchipudi dance will be the judges in Telugu. Veteran actor will judge the show in Kannada Dr. Bharathi Vishnu Vardhan and the popular playback singer Chithra.



The main sponsors for the show are **Close-Up** and **Rexona** is the associate sponsor.

Speaking of this initiative, **Saravanan, Business Head, BIG Productions** said: “This show will allow women to unveil their hidden talent enabling them to prove their mettle in front of their native and national audiences. The show will make society appreciate and admire the selfless efforts and hard work that the Indian housewife puts in for her family. We are proud to be associated with the ETV Network to promote this unique game format.”

About 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. 92.7 BIG FM – India’s largest FM Network with 45 stations, reaching over 3.57 crores 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 MAGIC – marks the Company’s entry into the regional entertainment space. The Channel is positioned as India’s only Channel exclusively for the Hindi Heartland, featuring locally relevant entertainment around humor, music and Bollywood. BIG LIVE – This division develops, executes and markets Intellectual Properties, integrated across RBNL’s media platforms. BIG STREET – In the business of acquiring and marketing of long term premium out of home inventory. BIG PRODUCTIONS - This division 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

For further information contact:

Cheryl D’Souza – Waldiya

Associate Vice President - Corporate Communications

Address: Reliance Broadcast Network Ltd.

401, 4th Floor, Infiniti Mall,

Link Road, Oshiwara,

Andheri (W), Mumbai – 400 053

Mobile: +91-9322198940

Direct: +91-22-3068 9430

E-mail ID: cheryl.waldiya@reliancebroadcast.com