



MEDIA RELEASE

92.7 BIG FM AND TOTAL OIL INDIA'S MONTH-LONG ROAD SAFETY CAMPAIGN 'TOTAL QUARTZ SAFETY RUN' CULMINATES ON A HIGH NOTE

GARNERS PHENOMENAL RESPONSE – REACHING SAFETY MESSAGES TO 2 CRORE+ AUDIENCES ACROSS THE COUNTRY AND PHYSICAL PARTICIPATION FROM OVER 30,000 PEOPLE FOR THE RUN

LOCAL TRAFFIC AUTHORITIES, NGOS AND POPULAR CELEBRITIES PLEDGE SUPPORT TO THE CAUSE OF PROMOTING SAFE DRIVING HABITS

Mumbai, November 9th, 2012: The month long safety campaign '**Total Quartz Safety Month**' - a joint initiative from 92.7 BIG FM and Total Oil India, comes to a close with the very successful **Total Quartz Safety Run** across **21 cities** of India. Garnering an outstanding response, the campaign reached out to 2 crore+ audiences across the 21 station powerful radio network of 92.7 BIG FM. For the run itself, each city saw excellent local support from local traffic authorities, celebrities, NGO's and the local populace seeing over 30,000 people from across the country taking to the streets in support of this campaign. With an appropriate cause, superlative reach and mammoth support, the Total Quartz Safety Run is by far one of the most successful radio campaigns.

With over 50 NGO's ranging **Lions Club, Rotaract Clubs, Alert, SoS Care India, Yuva, CareForYou Foundation, Humanitarian Welfare and Research Foundation** and **NCC**, and some of society's well known faces like singers **Sophie Choudhary** and **Shilajit**, actors **Hrishita Bhatt, Payal Rohatgi, Ramya Barna, Chirag Patil, Shekhar Singh** and **Sufi Sayyed**, wrestler **Sangram Singh**, and sportsmen **Raju Ganguly** and **Shanku Guha**, along with the top notches in traffic authorities, the month long event has managed to successfully create awareness for the extremely serious cause of safe driving habits. With topics which ranged from dangers of drunken driving to talking on the cell phone when driving, to wearing the seat belts, safe driving tips and more, the response on air was overwhelming, with opinions pouring in from celebrities, experts, people who have been involved in drunk driving cases to just people who had a story to tell.

Speaking about the Total Quartz Safety Run, a **92.7 BIG FM spokesperson** said, "This is yet another step in our endeavour of positively impacting the lives of listeners. We are extremely happy with the results of this mammoth exercise, across 21 cities of India and the difference which we have been able to create along with our partners Total Oil India. The response from authorities, NGO's, dignitaries, celebrities and the local populace in each of the cities has been overwhelming and extremely encouraging. Through this and each of our other initiatives, we continue to live our brand line *Suno Sunao Life Banao.*"

Elaborating further, **Mr. B Vijay Kumar, Chairman & Managing Director – Total Oil India Pvt. Ltd.** said, "Being in the business of manufacturing products which helps keep your vehicle safe, we emphasise on the importance of road safety. Driving or riding a vehicle on the road is a responsibility and should be taken very seriously. We are happy with the results of the campaign and are happy to have partnered 92.7 BIG FM in this cause."

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a multi-media entertainment conglomerate with play across radio, television, intellectual properties, television production 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 Networks – A joint venture with CBS Studios



International offering 3 English Entertainment Channels - Prime, Love, Spark and a regional general entertainment Channel for the PCHP region – Spark Punjabi; BIG MAGIC – a regional general entertainment channel for the Hindi heartland; BIG PRODUCTIONS – the television content production division, catering to the creative needs of the Indian television landscape and BIG STREET – which acquires and markets long term premium out of home inventory. The Company also distributes Bloomberg TV India, India's premier business news channel as part of its television bouquet. For more information log on to: www.reliancebroadcast.com

For further Information:

Richie Mehta | Manager, Public Relations | Reliance Broadcast Network Limited
+91 9920020730 | richie.mehta@reliancebroadcast.com