



## MEDIA RELEASE

### **92.7 BIG FM ANNOUNCES THE BIG TAMIL ENTERTAINMENT AWARDS**

#### **SUPERSTAR DHANUSH BECOMES FACE OF THE AWARDS**

#### **INTRODUCES UNIQUE CATEGORIES SUCH AS BEST PROMOTED MOVIE, BEST ENTERTAINING YOUTUBE VIDEO (REGIONAL) AND THE BEST ENTERTAINING MOVIE TRAILER AMONG OTHERS**

**Chennai, January 7, 2013:** India's No. 1 Radio Network, 92.7 BIG FM's biggest attraction in the south is back again this year with The BIG Tamil Entertainment Awards. The annual entertainment awards show catering to various fields such as Tamil Cinema, Music, Dance, Theatre, Television and Sports was conducted in 2011 and 2012 and was a phenomenal success, witnessing an array of celebrities across multiple fields of entertainment. This people's award has in the past received an overwhelming response and is driven through on air and on-ground activations by the radio network. Taking the initiative a notch higher, this year, the Awards' have south superstar Dhanush as its face!

92.7 BIG FM is proud to be back with the third consecutive edition of 'BIG Tamil Entertainment Awards' this time which promises to be grander than its previous editions, with esteemed partners such as The Hindu (National Print Partner), Le Royal Meridian (Hospitality Partner), Jaya TV (Television Partner) and Skywalk (Mall partner). The awards show has been conceptualised to provide an exclusive platform to recognize and acknowledge the contribution of exceptional talent prevalent in the Tamil entertainment industry.

Keeping in mind the technical aspects of entertainment and all the work that takes place behind the scenes, the awards property has crafted a holistic approach to itself, not only recognizing the stars but also honouring the people who help promote entertainment. With an aim to promote technology and innovation, the property for the very first time has also included categories such as Best Promoted Movie, Best Entertaining YouTube Video (Regional) and the Best Entertaining Movie Trailer among other categories.

Commenting on the occasion **Mr. Ashwin Padmanabhan, Business Head, North and South, 92.7 BIG FM said** "The talent prevalent in the Southern Entertainment Industry is enormous. We wanted to seize this opportunity to establish a platform for talent across various fields to be promoted and honoured. The Southern entertainment industry has grown into a global phenomenon and we want to promote and leverage its power through the BIG TAMIL Entertainment Awards.

The show will be promoted through an integrated and high-decibel marketing plan ranging from on-ground, television, and radio, digital enabling marketers to increase and maximize their brand visibility and target wider audiences for their products providing a long term presence in the market.



**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](http://www.reliancebroadcast.com)*