



MEDIA RELEASE

NEW YEAR'S EVE EXTRAVAGANZA OF THE BIG STAR ENTERTAINMENT AWARDS 2012 GARNERS AN EXEMPLARY RATING OF 5.9 TVRs

THIRD EDITION OF THE AWARDS ENTHRALLS AUDIENCES

Mumbai, January 9, 2013: Reliance Broadcast Network Limited and Star India Pvt. Ltd's entertainment extravaganza, the **BIG STAR Entertainment Awards 2012**, has received phenomenal response from audiences. The show, which aired on **Star Plus** as a part of its **New Year's Eve line-up** is India's first-ever viewer's choice awards that honours entertainers from across genres including Movies, Music, Television and Sports. With multiple audiences tuning in to watch the show, **TAM data for Week 1** have revealed that the show has garnered an incredible **rating of 5.9 TVRs**.

The BIG Star Entertainment Awards applauded the best entertainers of 2012 through **32 unique categories**, which when combined with an explosive line-up of sizzling and scintillating performances from some of the biggest names in the Indian entertainment industry like Salman Khan, Kareena Kapoor Khan, Imran Khan, Anushka Sharma, Prabhu Deva and Remo D'souza. The event was attended by the who's who of entertainment such as Akshay Kumar, Deepika Padukone, Abhishek Bachchan, Katrina Kaif, Arjun Kapoor, Priyanka Chopra, Sania Mirza, Sonu Nigam, and Alka Yagnik among others who added to the glamour quotient of the night.

Conceptualized by Reliance Broadcast Network Limited and aired on Star Plus, the BIG Star Entertainment Awards 2012 were promoted across various multimedia platforms which included not only the media muscle of Reliance Broadcast Network but also other avenues like print and digital platforms.

Mr. Tarun Katial, CEO – Reliance Broadcast Network Limited said, "We are really excited by the phenomenal response of 5.9 TVRs that the BIG Star Entertainment Awards 2012 has received. We believe in creating experience and not just events and we have once again put together an excellent entertainment package that was unparalleled. The year-on-year success of the awards reaffirms our faith in creating an all-round entertainment experience for our audiences."

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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