



MEDIA RELEASE

92.7 BIG FM WELCOMES 2013 WITH THE 'SABSE HAPPY NEW YEAR' CAMPAIGN

RENOWNED STAND-UP COMEDIANS BHARTI SINGH, VIP AND DR. SANKET BHOSALE TAKE LISTENERS ON A LAUGHTER-FILLED RECAP OF 2012

REACHES OUT TO LISTENERS ACROSS 31 HINDI-SPEAKING MARKETS

Mumbai, 27th December 2012: 92.7 BIG FM, India's largest radio network and Broadcaster of Year at the Golden Mikes Awards, has launched a unique campaign which encourages listeners to ring in the New Year in good spirits. Aptly called '**Sabse Happy New Year**', 92.7 BIG FM has associated with popular **stand-up comedians Bharti Singh, VIP and Dr. Sanket Bhonsale** who take listeners on a laughter-inducing recap of the year gone by. The specially created segment **kicked off on 26th December, 2012** and airs at regular intervals throughout the day **across 31 HSMS**.

'**Sabse Happy New Year**' showcases humour-filled takes on 2012 by distinguished stand-up comedians Bharati Singh, VIP and Dr. Sanket Bhosale, who in their own good-humoured and inimitable style take listeners on a journey that defines 2012 – the year. While **Bharti Singh along with alter ego Lalli** narrate their hysterical takes on the issues that ruled 2012, **VIP** with his unique ability to **mimic more than 50 personalities** make the listeners roll with laughter as he highlights the biggest newsmakers of the year. Further **Dr. Sanket Bhonsale, doctor-turned-Munna Bhai**, will wrap up the year in style with his humorous takes on Bollywood, sports and other day-to-day affairs which affect the common man.

Commenting about the unique initiative of bringing in the New Year with laughter, a **company spokesperson** said, "As 2013 fast approaches, we believe that the New Year deserves to be brought in with laughter and good mirth. Through the Sabse Happy New Year campaign, we are encouraging our listeners to forego the year that has been and welcome the New Year with happiness and hope. We are really excited to have Bharti Singh, VIP and Dr. Sanket Bhonsale recapping the year in a light-hearted manner especially because it enables us to engage our listeners while spreading joy in their lives."

The Sabse Happy New Year campaign kicked off on 26th December 2012 and provides a humour-filled recap of 2012 and encourages listeners to kick off 2013 on happy note. The segment airs throughout the day at regular intervals across 31 HSMS.

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a 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. 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 with the tag-line 'Action ka Baap'; 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, and BIG STREET – which acquires and markets long term premium out-of-home inventory. 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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