



## **BIG MAGIC HOSTS OPEN AUDITIONS FOR THOSE WHO MISSED AUDITIONING FOR BIG MEMSAAB**

**Mumbai, June 12<sup>th</sup>, 2012:** After the phenomenal success and incredible response received over the last four years in the Hindi heartland, India's only Reality Show for Housewives - **BIG MEMSAAB** now in its 5th Season, opens auditions in **Indore** give its female audiences yet another opportunity to showcase their talent. With participants queuing up in large numbers for the Indore auditions and with a large number of them still waiting for an opportunity to exhibit their talent, the Channel has decided to host an 'open audition' round, where participants can just come to the **Pritam Lal Dua Sabha Graha Auditorium, Near High Court in Indore on 15<sup>th</sup> June from 11am to 4pm.**

The auditions are open to housewives from varied walks of life and women can display any of their talent which could range painting to dancing to singing to acrobatics, anything that the ladies believe is their area of expertise and skill. The auditions will be judged by a surprise 2 panel team who will select the best from the best!

The open auditions will be followed by the city finale on the 16<sup>th</sup> of June, where the Indore leg winners will be shortlisted as the BIG MEMSAAB, Indore finalists and who will then go ahead to the grand finale at a later date.

Auditions will be spread across 7 cities of Bihar, MP and Jharkhand – Bhopal, Indore, Gwalior, Patna, Ranchi, Muzaffarpur Jamshedpur.

Conceptualized and initiated by 92.7 BIG FM and BIG MAGIC, the property facilitates a platform for the women of India to showcase their hidden talent and skills which deserves recognition and appreciation from the society. Thus we have ordinary women, who have extra ordinary talent participating.

**So what are you waiting for....If you've missed the earlier auditions, here's your chance to come and showcase your talent to India once again!**

### **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. 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 – A joint venture with CBS Studios International with 4 Channels - Prime, Love, Spark and the first international Punjabi Channel - Spark Punjabi; BIG MAGIC – positioned as India's only variety entertainment Channel for the Hindi Heartland; BIG PRODUCTIONS – the television content production division of the Company caters to the creative needs of the Indian television landscape; BIG STREET – acquires and markets long term premium out of home inventory. The Company also distributes Bloomberg UTV, India's premier business news channel as part of its television bouquet. For more information log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*