



## **BIG Green Ganesha *Facebook* application hits 67000 likes in just 2 weeks!**

**Mumbai, September 7, 2011:** India's largest FM radio network, **92.7 BIG FM**, recently launched an innovative **Facebook** application, which hit a record of 67,000 likes in just two weeks! Currently in its 4<sup>th</sup> year **RAMKY BIG Green Ganesha** campaign reinforces the importance of celebrating the festival of this much loved deity in an environmental friendly way. Keeping in mind the growing importance of the use of social media the **Facebook** application was launched to reach out far & wide and spread the message of going eco- friendly.

Created by **BIG Digital**, the digital arm of Reliance Broadcast Network Ltd the application was a huge hit with **Facebook** users who took instantly to the application resulting in a number of likes mounting to a whopping 67,000 in just two weeks! The *Virtual Global Ganesha* is now more than 78 % complete, 1850 people have shared the application and 7500 invites have been sent by 450 people till date.

The simple application is extremely user- friendly and easy to understand. The way to go is...the person will land on the 92.7 BIG FM page when they click on the application. He / She will be able to proceed the moment they click 'Like'. Then a silhouette of Ganesha appears on their screen. Thus they can now share this page with all the friends on their contact list. This chain goes on... With each additional 'Like' the blank silhouette of the Ganesha on-screen will start to fill up with paper, eventually forming the full image. **Facebook** Link - <http://www.facebook.com/92.7bigfm>. This application will be live till the **Visarjan day** that is September 11th 2011.

*Commenting on the success of the **Facebook** application, Soumen Ghosh Choudhary, Business Head 92.7 BIG FM & BIG Digital said, "Having pioneered the concept of Green Ganesha four years ago, 92.7 BIG FM felt it is the need of the hour to spread the message of treating our environment more sensitively. Keeping in mind the growing importance of the use of social media we launched a **Facebook** application that helped spread the message and the importance of eco-friendly Ganesha. This overwhelming response that the simple FB application received, in our very first attempt, has only strengthened our believe in the importance of spreading the environment friendly message in the best & fastest way to reach out to Ganesha devotees all over the Globe."*



**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. 92.7 BIG FM – India’s largest FM Network with 45 stations, reaching over 3.57 crores Indians each week. BIG CBS – A joint venture with CBS Studios International, USA’s No. 1 TV broadcaster which is launching 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark. BIG MAGIC – marks the Company’s entry into the regional entertainment space. The Channel is positioned as India’s only Channel exclusively for the Hindi Heartland, featuring locally relevant entertainment around humor, music and Bollywood. BIG LIVE – This division develops, executes and markets Intellectual Properties, integrated across RBNL’s media platforms. BIG STREET – In the business of acquiring and marketing of long term premium out of home inventory. BIG PRODUCTIONS - This division functions as a television content production house catering to the diverse creative needs of the Indian television landscape. BIG Digital - RBNL’s initiative in the digital space creating a surround of innovative digital media integrations on the mobile and online platforms. For more information, log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*

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