



TV ACTRESS NATASHA SHARMA TO HOST BIG MEMSAAB SEASON 5 ONLY ON BIG MAGIC
A HOUSE-HOLD NAME, THE ACTRESS' CONNECT WITH FEMALE AUDIENCES IS SUPERLATIVE
BIG MEMSAAB IS A UNIQUE TALENT PLATFORM FOR HOUSEWIVES OF CENTRAL INDIA
SEASON 5 COVERS 7 CITIES OF MP, BIHAR AND JHARKHAND
MULTI-MEDIA MARKETING CAMPAIGN TO ENSURE REACH AND PARTICIPATION FROM
AUDIENCES IN THE REGION

Mumbai, May 25th, 2012: With the phenomenal success and incredible responses received over the last four years in the Hindi heartland, India's only Reality Show for Housewives - **BIG MEMSAAB** now in its 5th Season will be launched across the other 3 states of **Central India** viz. Bihar, Madhya Pradesh & Jharkhand after the 4 consecutive & exceptionally successful seasons in UP. The 10 episode series on BIG Magic will feature the strength, potential and capabilities of women in the region and vows to enthrall the audience on BIG MAGIC. Adding to the glam & glitz of BIG MEMSAAB is beautiful **Natasha Sharma**, 'Sia' of popular serial Naa Aana Is Des Laado... who will host the show and also is the Face of the property.

The initial rounds of this reality show will be spread across 7 cities of Bihar, MP and Jharkhand – Bhopal, Indore, Gwalior, Patna, Ranchi, Muzaffarpur Jamshedpur and involved women from different walks of life. Women from these cities were put through tests to present their talent, be it in singing, dancing, arts or crafts...any form of creative art they possess. Each city finale, which concluded, left jam packed audience surprised, as they witnessed the bundle of talent that was being showcased by their very own women. These rounds helped to shortlist three winners from each city, who will now participate & battle for the title in a Grand Finale in Indore.

With the No. 1 Television Channel of the heartland – BIG MAGIC and the No. 1 radio brand 92.7 BIG FM as media platforms, marketers stand to attract a wider range of audiences garnering excellent visibility for their brands. Reckitt Benckiser group has partnered **BIG Memsaab – Season 5 for Central India** with Harpic & Dettol as the presenting & associate sponsors respectively. Tata Salt has also partnered with the property as Food Partner. The series features the strength, potential and capabilities of women in the region and vows to enthrall the audience on BIG MAGIC.

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.

BIG MEMSAAB allows for maximum consumer engagement as it breaks free from the clutter and offers something path breaking to the viewers and participants alike.

BIG MEMSAAB Season 5, promises to be bigger than it has ever been, attracting women audiences across Central India. Aside from 92.7 BIG FM and BIG MAGIC the activity will be promoted across



Onground activation, OOH, Print, Digital and Cinema. This holistic multi media property will allow excellent visibility and more importantly on-ground impact, for the advertiser's products and services.

Company Spokesperson said, "We have always believed in creating exciting formats to entertain our viewers and deliver true local connect. In our endeavor to bring unique formats, this hugely successful show, had to be taken to the next level. The show is a first of its kind in the region, and judging by the on ground response in each city we are sure it will surely resonate with the viewers and advertisers alike, ensuring a unique entertainment experience."

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, USA's No. 1 TV broadcaster which has launched 4 Channels, **BIG CBS Prime**, **BIG CBS Love**, **BIG CBS Spark** and the first international Punjabi Channel **Spark Punjabi**; **BIG MAGIC** – marked the Company's entry into the regional entertainment space, positioned as India's only Channel exclusively for the Hindi Heartland. Added to this robust bouquet, the Company also distributes **Bloomberg UTV**, India's premier business news channel. In the space of live entertainment the Company has **BIG LIVE** a division which develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms and synergizing excellently with this division is **BIG PRODUCTIONS** a division which functions as a television content production house catering to the diverse creative needs of the Indian television landscape; In the out of home space, the Company has **BIG STREET** – which is in the business of acquiring and marketing of long term premium out of home inventory. For more information, log on to: www.reliancebroadcast.com*