

## PRESS RELEASE

### 92.7 BIG FM GETS EXCLUSIVE INTERVIEW WITH PRESIDENT ELECT PRANAB MUKHERJEE

**New Delhi, July 25, 2012:** Reliance Broadcast Network Limited's radio network 92.7 BIG FM, the country's No. 1 radio network and Broadcaster of the year at the Golden Mikes Awards 2012 brings to its audiences another extremely engaging programming offering with an exclusive first ever radio interview with none other than the President Elect Pranab Mukherjee. This is the first radio station in the country to conduct an exclusive interview with President-elect Pranab Mukherjee. As the new President of India takes his oath on July 25<sup>th</sup>, the radio network will reverberate with his voice across its 45 Stations!

The 13<sup>th</sup> President of India and the former Finance Minister will be heard discussing his all-embracing career as well as his responsibilities henceforth. The interview talks about how he will lay out his strategy, agenda and aim for the welfare of the country. Touching upon the lighter side, Mr. Mukherjee will also be heard talking about the significance of Durga Puja in his life, the long running family tradition of celebrating it and how many a times work priorities have made him miss the celebrations. Elaborating further, he also expresses his keen interest in Ravindra Sangeet... and more. Over 4 crore Indians spread across the length and breadth of the country will be tuned in to hear this exclusive interview!

In an interaction with 92.7 BIG FM, **Pranab Mukherjee, President elect** said, "I have always been an active part of the Congress Party. My father was associated with the Congress Party for numerous years, having been born amidst this culture the followings and regulations of the Party have been imbibed in me."

He further elaborated saying, "The designation of President is one that comes with a lot of responsibility. From Rajendra Prasad to Pratibha Patil, very proficient people have been on this seat and have created a roadmap hence the next president would not find it difficult to walk the road ahead".

Speaking about the unique opportunity, **92.7 BIG FM** spokesperson said, "It is indeed an honour and a privilege to get an audience with Mr. Pranab Mukherjee. In the interview, the President elect has spoken about various facets of his life and personality and we are very proud to present this extremely interesting and engaging interaction to Indians across the country. The interview promises to give Indian's across the country an opportunity to know more about the life of the 13<sup>th</sup> President of India."

*About Reliance Broadcast Network Ltd.*

**Reliance Broadcast Network Limited** is a multi-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. 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 Networks** – A joint venture with CBS Studios International offering 3 English Entertainment Channels - Prime, Love, Spark and a regional general entertainment Channel for the PCHP region - Spark Punjabi; **BIG MAGIC** – a regional general entertainment channel for the Hindi heartland; **BIG LIVE** – This division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms; **BIG PRODUCTIONS** – the television content production division, catering to the creative needs of the Indian television landscape and **BIG STREET** – which 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)

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