



MEDIA RELEASE

92.7 BIG FM LAUNCHES 'BIG INDIAN LEAGUE' THIS IPL SEASON

EXCLUSIVE RADIO PARTNERS TO KINGS XI PUNJAB and DECCAN CHARGERS

AKASH CHOPRA TO GIVE EXCLUSIVE UPDATES; SURENDRA SHARMA TO OFFER INTERESTING COMIC ONE LINERS

AN EXCELLENT PLATFORM FOR MARKETERS LOOKING TO REACH OUT TO A CRICKET CRAZY NATION

Mumbai, March 28, 2012: Celebrate the IPL Season 5 with India's No. 1 Radio Network and Radio Broadcaster of the year at Golden Mikes, **92.7 BIG FM**, as it vows to create an overwhelming experience for cricket fans across the country with the explosive property - **BIG Indian League**. This unique, interesting and innovative campaign brings a golden opportunity to listeners across its 45 station network, to not only relive their passion for cricket on radio by supporting their favorite teams, but also a chance to win a grand cash prize of Rs 1 lac and tickets to the IPL finale. BIG FM has already partnered exclusively with two leading IPL teams **Deccan Chargers** and **Kings XI Punjab** promising listeners exclusive and interesting entertainment updates on these teams. Beginning 4th April, listeners stand to enjoy exclusive and the best possible IPL entertainment on radio.

92.7 BIG FM will give T20 on radio a new exciting twist built around the game, wherein listeners have to conclude the answer by putting forth a maximum of 20 questions to the RJ. The game will have 4 listeners representing one of the teams playing in the IPL that respective day with BIG FM RJ. The person who guesses the right answer using the lowest number of questions wins cricket goodies and also gets a chance to win the grand prize of Rs 1 lakh.

In addition to this, 92.7 BIG FM will recreate the magic of IPL with the BIG INDIAN LEAGUE championship in metros including Mumbai, Hyderabad, Kolkata, Bangalore, Delhi and Chennai. The cities will witness a mall activity to shortlist top 8 teams of the city. These 8 local teams will then fight for the title of BIG India league Champion for the city. In Hyderabad and Chandigarh, the winning team will get to play a real match with the respective city IPL teams. 92.7 BIG FM will also include live updates and insights of the cricket including toss and scores updates and players' performance for all the matches.

Leading cricket expert **Aakash Chopra** will share the insights on the matches being played and give out player trivia while leading comic **Surendra Sharma** will add effervescence to the cricket fever with his witty one liners.

The initiative will be promoted aggressively across mediums and all the updates will have their digital foot print across social media platforms of BIG FM.

This property offers a an exciting and extensive platform to all the marketers who are keen to showcase their brands around this cricket season and ride on its multi-media promotions and massive scale of BIG FM.



Commenting on this initiative, Company Spokesperson said “In our country, cricket is the national passion and as a brand that celebrates people’s passions, 92.7 BIG FM is going all out to entertain listeners during this cricket season like never before on air, on-ground and digitally. We are committed to delivering highly engaging cricket-listening experience on radio with innovations in programming and marketing. Our scale and ability to drive quality content during this season is sure to make it deliver huge value for consumers and customers alike.”

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

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