



**BIG MAGIC INTERNATIONAL ENHANCES CONTENT PORTFOLIO IN THE US AND CANADA - WITH TWO NEW SHOWS RAAVI AND NADANIYAAN ALONG WITH A HOST OF BOLLYWOOD FILMS**

**AUGMENTS ITS ECLECTIC MIX OF ENTERTAINMENT FOR THE INDIAN DIASPORA**

**EXTENSIVE MARKETING FOR THE SHOWS ACROSS ON AIR, DIGITAL AND ON GROUND ENGAGEMENT**

**India, October 3, 2013...** BIG MAGIC INTERNATIONAL launched in international territories a year ago, positioned to offer the Indian Diaspora the magic from India in television entertainment. The Channel has met with much success and is now beefing up its content line up with two new fictional shows **Raavi** and **Nadaniyaan** along with films acquired from Viacom 18. With a content mix that ranges entertainment shows to daily business news from BloombergTV India, BIG MAGIC INTERNATIONAL is the all inclusive and absolute package and its new shows promise to add to the entertainment experience. At start, the shows will be available on BIG MAGIC International – in the United States and Canada.

Raavi and Nadaniyaan are designed to offer audiences the magic and daily doze of Indian entertainment and comedy respectively from India. **Raavi** is a witty, quirky story of a girl who grows up disguised as a boy in a Punjabi household, outwitting and challenging the norms. **Nadaniyaan** is a dialogue-based comedy which is largely an unexplored genre on Indian television. The story centers around a family of three-husband, wife and brother in law whose conversations and situations promise to keep viewers in splits! Adding to the entertainment quotient will be a slew of films on the weekends.

Through exclusive partnerships both in US and Canada respectively, 'Raavi' and 'Nadaniyaan' will air on BIG MAGIC INTERNATIONAL in the US with the largest DTH platform - **Dish Network** and in Canada with **Ethnic Channels Group (EGCL)**.

In the United States, Dish Network will ensure it reaches a sizeable and relevant audience base on Dish World and Dish Network's IPTV offering; ensuring the best distribution and optimal reach; thus reaching more than 14.3 million households. In Canada, with Ethnic Channels Group (EGCL) a Canada-based television broadcasting, distribution and communications company, specializing in multicultural television, the Channel will air across all major platforms like Rogers Cable, Bell DTH, Bell Fibe, Cogeco and Telus, reaching over 6.4 million households.

Marketing of the shows will see an extensive digital and on air campaign, along with an on ground leg. With BIG MAGIC INTERNATIONAL's alliances with large scale events like Shankar-Ehsaan Loy Concert, India Fair 201, Asian American Fair etc., the opportunities for on ground engagements with audiences are plentiful.

Speaking on the announcement, **Mr. Soumen Ghosh Choudury, Executive Vice President, International Business** said "The new shows on BIG MAGIC INTERNATIONAL are part of our endeavour to offer a complete entertainment package that appeals to the Indian Diaspora. Both shows add to the robust programming line up, and meet the entertainment penchants of our audiences. We will, through our Channel, engage with audiences across the mediums of on air, digital and on ground for a more holistic entertainment experience."

"BIG Magic International being the Variety entertainment channel has marked its presence in USA. These new fiction and comedy shows, and Bollywood movies on the weekend, will definitely add on to its growth and increase its viewership", said Poulami Mukherjee, **Co-Founder, Mediamorphosis**, Big Magic International's exclusive advertising agency in the US market.

With Ethnic Channels Group as its exclusive partner in Canada, **Hari Srinivas, Ethnic Channels Group President, said**, “Big Magic is poised for greater growth in Canada, and the new programming initiatives will fuel this growth”

BIG MAGIC INTERNATIONAL’s programming remains an eclectic mix of daily sitcoms, socio-mytho programs, crime shows, dramas, and religious shows handpicked from BIG MAGIC India, along with news from the very credible BloombergTV India. Ensuring reach to maximum households, BIG MAGIC INTERNATIONAL has mapped the relevant global markets to ensure optimal reach amongst relevant audiences.

**About Reliance Broadcast Network**

*Reliance Broadcast Network Limited is a media entertainment conglomerate with play across radio, television and television production. The company 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 English Entertainment Channels – Love and Prime (which is available in dual feeds of English and Hindi), as well as a regional General Entertainment Channel for the Punjab, Chandigarh, Himachal Pradesh (PCHP) region called Spark Punjabi; BIG RTL THRILL – a dual feed channel from the Company's joint venture with Europe's RTL Group, targeted at male audiences and positioned as the ultimate action destination; BIG MAGIC – a General Entertainment Channel featuring family dramas, crime shows, sitcoms, reality shows and weekend blockbuster movies. BIG MAGIC has also expanded into the United States, Canada and Australia under the brand name BIG MAGIC International; The Company has further launched a channel called BIG MAGIC Bihar and Jharkhand, with specifically created programming for the market. BIG PRODUCTIONS - the television content production division caters to the creative needs of the diverse Indian television landscape. Reliance Broadcast Network also distributes BloombergTV India, the country's premier business news channel as part of its television bouquet. For more information log on to [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*