

# **Reliance Broadcast Network Ltd.'s BIG LIVE, announces BIG REGIONAL NEW TALENT AWARDS**

**~ Aaj ka Star, Kal ka Superstar ~**

**May 12, 2011...BIG LIVE**, the live entertainment vertical from **Reliance Broadcast Network Ltd.**, announces another winning proposition with the **BIG REGIONAL NEW TALENT AWARDS**. After the successful execution over **23** strong properties in under a year, ranging leading regional awards across the pegs of television, music, movie, entertainment and also key national properties like BIG Star IMA Awards & BIG Star Entertainment Awards and receiving tremendous success (BIG STAR Entertainment Awards received a whopping TRP of 5.78), BIG Live is once again offering an innovative and clutter breaking offering. Backed by its strong radio arm **92.7 BIG FM**, spread across 45 cities of India and with local teams possessing clear insights on the entertainment requirements of the local populace, the awards will be hosted across the regions of Maharashtra, Tamil Nadu, Karnataka, Andhra Pradesh, West Bengal, Punjab, Uttar Pradesh, Madhya Pradesh and Bihar.

The **BIG REGIONAL NEW TALENT AWARDS** going with the positioning of *Aaj ka Star, Kal ka Superstar*, offers a brilliant platform, honoring upcoming stars across movies, television, sports, dance, singing, fashion and theatre. The categories have been selected post a detailed search and mapping of the new emerging talent across regions.

The finalists will be selected through an eminent jury team, which will consist of stalwarts in the industry who are established and understand the market. Once the nominees are selected, it will be put forth to the local populace to vote for their most favorite and promising BIG REGIONAL NEW TALENT.

Putting to work the might of its multi-media business verticals, the property will be amplified across its business verticals to ensure optimal reach and amplification. The awards ceremony will be backed by a strong marketing push and will finally be telecast on leading local television channels. The finale promises to be an excellent entertainment package with all the masala for a hit entertainment show.

Commenting on this initiative, **Mr. Rabe. T. Iyer, Business Head- BIG LIVE & BIG STREET** said "These awards touch the pulse of the local audiences across these regions. They have been conceptualized keeping in mind the sensibilities and entertainment appetite of India and we are confident will be hit properties. We understand and value regional stars of today that are most promising stars of tomorrow and we want to offer them an un-biased platform to give them recognition. We are confident that with our ability to amplify this across our business verticals, we will see a very high audience acceptance and also offer marketers an excellent property to partner with."

**About Reliance Broadcast Network Ltd.**

*Reliance Broadcast Network Limited is a multi-media conglomerate with play across radio, television, out of home and live entertainment. 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 crore 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 STREET – in the business of acquiring marketing rights for premium inventory and also acquiring long term premium inventory, across India. BIG LIVE – in the live entertainment business, the division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms. All these business verticals come together to offer a truly integrated solution to clients having built significant multi-media capabilities.*

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