

Press Release

For immediate dissemination

Zeenat Aman, Sachin Pilgaonkar, Smriti Irani to Judge BIG Television Awards

~ The most exclusive and unique platform that will showcase the most popular TV Show characters across TV channels~

June 1, 2011, Mumbai: Reliance Broadcast Network Limited's BIG LIVE and 92.7 BIG FM, today announced the jury members for BIG Television Awards--the original diva of the 70s, the sensational **Zeenat Aman**, the ever-so-talented actor-producer-director **Sachin Pilgaonkar** and Indian television's most loved *bahu* **Smriti Irani**. The awards have been conceptualized to present India's first and only television awards that seek to create a unique platform where India will choose their favorite television characters from across channels. The members of the jury will nominate characters and then leave it open for India to vote.

The first BIG Television Awards will have, Zeenat Aman make her debut as a judge for television awards. While the actress was previously a part of award shows that honored Hindi movies, BIG Television Awards is her first association with the television industry.

Smriti Irani too has taken time off her busy schedule and politics to come back to television as a judge. The star feels a strong bond towards television which gave her national fame, appeal and made her the country's most loved '*bahu*' of the small screen.

The ever versatile Sachin Pilgaonkar, who has played all possible roles on the small screen from acting, being a contestant, anchoring and judging television shows, complete the prestigious trio of judges for the BIG Television Awards. Sachin's experience across shows, ranging from comedy to reality, makes him uniquely qualified to judge India's largest television awards.

A unique annual televised property, celebrating 25 years of Indian television, the Awards will also recognize & honour TV milestones in the year over the last one year. The **BIG Television Awards** will showcase the collective strength of RBNL through its various media verticals making this property one of the biggest award functions that the audiences have ever witnessed!

Commenting on the awards **Rabe T. Iyer, Business Head - BIG LIVE & BIG STREET** said, "The BIG Television Awards have been created with a vision to put the common man in the driver's seat and allow them to decide their favorite performers and stars on the small screen. The esteemed jury panel comprising of Zeenat Aman, Smriti Irani & Sachin Pilgaonkar bring in both experience and credibility to the awards since they have the ideal blend of experience and knowledge to shortlist the contenders for the various awards categories. I am confident that the Awards will create a new benchmark in recognizing and acknowledging the best of talent in the television industry."

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 crores 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 and marketing of long term premium out of home inventory. BIG LIVE – This 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. For more information, log on to: www.reliancebroadcast.com